First Global Conference
Tourism — A Vital Force for Peace

Abstracts

Vancouver, Canada
October 23-27, 1988

Printing courtesy of Alberta Tourism

89-00369/

P1-01-02

An assessment of attitude change resulting from tourism between super powers: U.S.A and U.S.S.R.

Lloyd E. Hudman & Richard H. Jackson, Brigham Young University, Provo, Utah U.S.A.

Two groups, one who had been and one who had not visited the Soviet Union, from Brigham Young University were surveyed pertaining to their attitude about the Soviet Union. The purpose was to determine if visitors to the Soviet Union would have a different attitude about the Soviet Union and issues such as war and peace.

The results indicated that those who had been had a more favorable attitude towards the people. Both groups felt highly negative towards the leaders. Those who had been felt that the people were more peaceful and both groups felt the leaders were very warlike. Those who had been were more similar in their response than those who had not been.

Those who had not been felt war with the Soviet Union in the future was more likely. Also, those who had been felt that the people had less impact upon war and peace issues than citizens of the United States.

P1-01-02

Is Tourism a Mediator for Peace? The U.S.A. — U.S.S.R. Experience

Abraham Pizam and Ady Milman, University of Central Florida; and Jafar Jafari, University of Wisconsin-Stout, U.S.A.

This study evaluated the role of tourism as a peace promoter between countries that have been traditionally unfriendly or hostile to each other. The research question called for investigating whether the tourist experience reduced intergroup prejudice, conflict and tension between citizens of the U.S.A. and the U.S.S.R. A sample of American tourists who traveled to the U.S.S.R. for the first time was asked to complete a structured questionnaire that measured attitudes toward the Soviet people, their political beliefs, and their institutions. Each tourist was asked to complete the questionnaire before leaving for the U.S.S.R. (pretest) and after returning home (posttest). A control group of American citizens who did not go to the U.S.S.R. was also asked to complete the questionnaire. The results showed that for most attitudes the touristic experience did not change the attitudes and opinions of Americans towards the U.S.S.R. and the Soviet people. However some attitudes did change in the positive direction suggesting that tourism under specific situations can change adversaries' perceptions of each other and thus lead to more peaceful co-existence.

P1-01-02

Tourism as a Mediator for Peace: The Israeli-Egyptian Experience

Ady Milman, Abraham Pizam and Arie Reichel.

This study evaluates the role of tourism as a peace promoter between two countries that have been traditionally in a state of war. The research question called for investigating whether the tourist experience, and consequently the contact between citizens of hostile nations, reduced intergroup prejudice, conflict and tension. It was hypothesized that: 1) The touristic experience changes negative attitudes and beliefs of people who have been previously hostile to each other; and 2) The touristic experience leads to the reduction of perceived differences between people who have been previously hostile. A pretest-posttest experimental design enabled us to assess whether the attitudes of Israelis changed as a result of visiting Egypt.

P1-02-03

Unity and Harmony from Within: Contributions of Domestic Tourism

Jafar Jafari, Editor-in-Chief, Annals of Tourism Research, U.S.A.

Tourism has the potential of contributing to the formation of a global community in which peoples of the world are not sorted by differences but are connected by bridges of understanding and support. As millions of tourists annually cross the boundaries between nations of the East, West, North and South, the "peace negotiation" is partly assumed by the peoples themselves. With such envisioned prospects, one may also argue that many nations should develop and promote domestic tourism first, in order to build internal bridges of communication and understanding. Hence, the article discusses some of the sociocultural, economic and political contributions of domestic tourism as a prelude and later as an adjunct to international tourism.

P1-02-03

Tourism and Community Cooperation as Exemplified by the Aloha Spirit--Peace Begins at Home

Juanita C. Liu, Associate Professor, School of Travel Industry Management, University of Hawaii, U.S.A.

This paper explores some of the dimensions of peace in relation tourism at various levels: visitor, community, nation, region and world. Of particular interest is the community level, at which the visitor-resident interface occurs. Hawaii's thirty year success as a mass tourism destination is examined in relation to the collaborative and cooperative ways in which the industry is managed, exemplified through the "Aloha Spirit." Resident reaction to tourism's impact on Hawaii is crucial to its future success. A survey of over 600 residents in the state was conducted to measure reaction to the economic, environmental and social effects of tourism in Hawaii. The results show that some surprising reactions are obtained when comparing results among the major ethnic groups.

P1-03-04

Alternative or Community-Based Tourism, A Prime Tool of Peace.

Louis A. Dernoi, Ottawa, Canada

A particular, newly developing branch of the hospitality/travel industry, Alternative or Community-based Tourism (AT/CBT) is assumed to be an eminent tool in promoting world peace. This private hospitality service, provided by individuals, families or, jointly, by a local community, facilitates direct personal/cultural contact between host and guest, locals and visitors, on an equal stand. Direct contact is expected to lead to "mutual understanding, solidarity and equality amongst participants" and thus to peaceful coexistence.

The criteria of AT/CBT are that it be owned/run locally, in or near the home or the community area and not reach beyond the latter nor be "colonized" from outside.

Sixteen varieties/grades of AT/CBT practices are distinguished and four local groups/entities identified as potential hosts. Examples of programs and organizations of AT/CBT, world wide, testify of its already flourishing state.

To contribute to the holistic, ecological peace of the planet, it also is necessary to adopt a nature-friendly or "Soft Tourism"; AT/CBT is a prime agent to help us in that direction.

P1-04-05

The Effect of U.S. International Travel and Tourism on World Income Distribution.

Mary Fish and Jean D. Gibbons, The University of Alabama, Tuscaloosa, Alabama, U.S.A.

For a lasting world peace, each country must have income that is adequate to develop both the world embracing and unique qualities of its citizens. The elimination of extreme differences between the incomes of rich and poor countries requires enhancing the productive capacity developing countries. This goal involves appropriate and sustained trade flows between the rich and poor countries. However, the primary recipients of U.S. international tourism and travel expenditures are high per capita income countries; Mexico is the only exception.

P1-04-05

The Economic Dimensions of Tourism in Europe and in Italy

Gabriel Gaetani d'Aragona, Instituto Univeritario Navale, Naples, Italy.

P1-04-05

The Local Importance of Tourism: The Case of San Francisco

Steven E. Spickard, V.P., Economics Research Associates

The importance of tourism as a stimulus to local economies is well known. Few areas have been able to accurately quantify this economic importance, however, allowing for ranking of tourism along side other local industries. San Francisco (SF) has undertaken a multi-faceted research program which revealed that far more visitors come to the City than were previously counted.

Through primary research, for the first time SF is able to estimate the number of people staying with friends and relatives. Surprisingly, this "missing" market segment constitutes more visitor-days than those staying in the City's 23,000 hotel rooms. Due to the more intimate contact involved, visitors staying in private homes form the strongest bridge for international understanding. Of those staying in SF Bay Area homes, 15% were of international origin.

Visitors exert a profound impact on the SF economy. The visitor "industry," actually a collection of businesses from several sectors of the economy, employs more people than any single traditional private industry in SF (e.g., 18% more than SF's financial industry).

Of special interest was the dramatic finding that an astounding 41% of SF employed adults felt that their jobs were supported in part by tourism.

H1-16-07

Swords into Ploughshares: Defense Heritage Tourism as the Peaceful uses of the Artefacts of War

G.J. Ashworth, Dept. of Urban and Regional Planning, University of Groningen, Netherlands.

Historic heritage is proving to be one of international tourism's most important resources. The artefacts and place associations of war are one set of such resources which exercise a growing attraction for tourist visits. Despite the seeming contradiction, international tourism for peace can make use of this "defense heritage tourism." The characteristics of the resource and the variety of the motives will be examined using N.W. European examples, leading to the design of policies for using tourism as an instrument for harnessing the history of human conflict as a force for international understanding.

H1-16-07

Art and Tourism — The Little town that did

Karl Schutz, Karl Schutz Arts and Tourism Inc., Chemainus, Canada.

Since art is a common denominator between all races, it follows that arts and artisans can play a major role in world peace through tourism.

Chemainus, a small logging town on the west coast of Canada, was destined to die with the closure of its sawmill, its only employer. However the town formed a partnership with the arts, business and government and by so doing created a $26.5 million international tourist attraction.

To expand this success into a global force for peace and commerce it, the town has now embarked on creating a world-class, multi-million dollar destination centre for the arts and artisans of Pacific Rim nations.

This paper will deal in detail with the phoenix-like rise of The Little Town That Did and its visionary development of the future by creating a Renaissance of the arts in North America and the Pacific Rim.

H1-16-07

Heritage Tourism as a Force for Peace: The N. Ireland Experience

Terence Duffy, University of Ulster, N. Ireland.

Tourism and most especially heritage tourism has a vital role to play in the promotion of national and international peace. This paper explores some of the ways in which domestic tourism can contribute to mutual understanding within communities and also serve as a bridge towards international tolerance and cooperation.

The author draws on extensive experience of the heritage tourism field in East and Western Europe, Canada, North America and Australia while concentrating upon the particular problems of N. Ireland. The main focus will be on a research project which he is initiating with a view to the launching of a Peace Museum and Peace Park in Londonderry. The fundamental objective of this venture is to encourage greater understanding of the physical and psychological effects of violence in world history and most particularly the potential of heritage tourism for promoting national and international peace.

H1-03-09

Technology, Tourism, and Trade in the City of the Future -- Technology-Related Regional Centers and the Quality of Life

Marcia Dale-LeWinter and Raymond Hoche-Mong; Project Development, Marketing & Development; Bechtel Civil, Inc., U.S.A.

In the equation linking technology-related regional centers (TRRCs) to the quality of life, technology is a major factor in creating both the economic generators and the servant systems that improve the quality of life and make global tourism and trade possible. TRRCs are linked to tourism by virtue of their mutual requirements for attractive environments that provide a high quality of life including extensive cultural, entertainment, and recreational facilities and to trade by virtue of their requirement for broad social and economic freedoms. TRRCs are linked to each other and other centers not only by the high-quality global infrastructure that also serves tourism--primarily air transport and telecommunications--but also by the multinational facilities and events that primarily serve global urban tourism and trade (e.g., international trade centers and worlds fairs). This paper discusses TRRCs, currently being planned and implemented around the world, and the potential synergies of their quality-of-life, technology, tourism, and trade linkages.

H1-02-10

Jungles, Mountains, and Islands: How Tourism Can Help Conserve the Natural Heritage

James W. Thorsell and Jeffrey A. McNeely, International Union for Conservation of Nature and Natural Resources, Gland, Switzerland.

Natural areas — mountains, rivers, forests, savannas, coral reefs, deserts, beaches — are major attractions for tourists. However, these areas can also be damaged by inappropriate tourism developments. This paper outlines the positive and negative impacts that tourism can have on the environment and recommends that the guiding principle for tourism development in natural areas should be to manage the natural and human resources so as to maximize visitor enjoyment while minimizing negative impacts of tourism development. Four general principles are proposed: Planning for tourism development must be integrated with other planning efforts; managers should determine the level of visitor use an area can accommodate and ensure this level is not exceeded; "environmental impact assessments" (EIA) should be required for all tourism development projects; and management plans should be prepared for all natural areas which are tourist destinations. The procedure for preparing tourist development plans is described and the paper concludes with the contributions of the World Heritage Convention to tourism.

H1-02-10

Machu Picchu Sanctuary Project: Trekkers Help Preserve Peruvian National Park

Kurt and Anne Kutay, Presenters
Multi-media Slide Program, Produced For The Earth Preservation Fund, U.S.A.

At the height of the great Inca empire, Peru was criss-crossed by a vast network of Inca roads and trails which serve today as trekking routes for increasing numbers of adventure travelers. The 33 kilometer hike along the Inca Trail to Machu Picchu has become the most popular trek in South America attracting over 6,000 hikers a year. Designated by the Peruvian government as a National Park, and established as a World Heritage Site by the United Nations, damage to the Park's natural, cultural and archaeological resources is severe due to heavy use and little management by government authorities. This 10 minute program documents a group of 14 devoted North American trekkers who spent their summer vacation helping to cleanup the trail and raise awareness for its protection.

H1-02-10

Tourism Can Protect Peace Park and Adjacent Wildlands

Anne Dahl, partner, Montana Info., information service, U.S.A.

A healthy tourism economy outside Waterton Glacier International Peace Park can protect the resource, which also includes adjacent wilderness areas and Indian reservations. Visitor needs should be met by private tourist businesses near the entrances instead of by facility development within the resource. Appropriate and sustainable tourism will provide economic security, eliminating the need to exploit the resource.

Planning must begin in each community for development that is environmentally and culturally appropriate and that enhances rather than detracts from the resource. Following community planning, a master plan for the area should be written listing appropriate development options and providing for controlled growth.

Planning must begin now before the resource is discovered.

H1-01-11

Creating Landscapes for Peace

Karl Linn and Carl Anthony, Architects, Designers and Planners for Social Responsibility, Berkeley, CA, U.S.A.

B1-01-12

Museums as Bridges to the Global Village

George F. MacDonald and Stephen Alsford, Canadian Museum of Civilization, Aylmer, Quebec

Museums are mediators between tourists and visited cultures. But they must develop new approaches, and closer links with the tourism industry, to respond to cultural tourists' needs for meaningful and participative opportunities to experience other cultures. They must be prepared to learn from the successful techniques pioneered by other recreational institutions. Museums' expert knowledge of cultural resources of their regions gives them an advantage in creating cultural tourism packages. The Canadian Museum of Civilization has been designed as the type of museum needed to support the emerging Global Village by fostering intercultural understanding — a forum for dialogue between peoples of different cultures. Key elements of its strategy are: environmental reconstructions showing artifacts in cultural contexts which become stage-sets; film and video environments; interactivity between visitors, exhibits and interpreters; and electronic outreach.

B1-02-13

Building Bridges: Expanding Human Relations Through Travel

Sheila Scott Hula, Producer, CNN TravelGuide, Atlanta, GA.

For many of the United States "baby boomers," travel is the cachet of the 80s. But as more and more of them travel to points ever more remote, they want something more to come to their travel experiences. Many of them now insist on traveling with a purpose; to somehow improve themselves and the destinations they visit has become a requirement. Part of CNN TravelGuide's philosophy has been to help spread understanding of different peoples and cultures; to show that we are more alike than we are different, and to begin to balance the avalanche of bad news that fills newspapers and newscasts alike. "Building Bridges" was the most extensive series we have done on the subject. It showed just a few of the ways people are using travel to further these goals. Two other stories done since are included as further illustrations.

B1-03-14

University Tourism Research Centers: Bridging the Gap Through Networking.

Mark A. Bonn, Ph.D., University of South Carolina, Columbia, South Carolina

The tremendous growth of the tourism and hospitality industry has placed a demand upon universities throughout the world to develop programs that ultimately prepare students for positions in hospitality and travel related fields. In addition, the need for timely information, research and training has encouraged increasing numbers of universities to establish tourism centers or institutes. The future role of these tourism centers could very well involve networking, communicating and educating individuals on a world wide basis. This paper addresses the future role that tourism centers may play in building bridges between nations that recognize tourism as a mechanism for world peace.

B1-03-14

Student/Faculty Bridges: Pacific Rim Studies in Leisure and Tourism

Larry Neal, University of Oregon, Eugene, OR., U.S.A.

While there is an influx of students from developing nations to their developed counterparts, there is a limited transference of students at the undergraduate and graduate levels attending major/accredited colleges and universities which are enrolled in the specialty of parks, recreation, leisure and cultural services. Much mutual learning can take place through studying the leisure phenomenon in and between different countries. Hence, this article discusses the evolution of what is believed to be the first such curriculum of its kind in the United States. The Pacific Rim Studies project targets the Pacific Rim because of the rapid growth, expanded economic strength, comparative low level leisure hours reported, and the expressed desire to develop more specific leisure policies. The studies program is a model in which the University of Oregon is offering undergraduate and graduate education for international students as well as providing American students with the varied cultural perspectives of leisure phenomena elsewhere in the world. These perspectives include lifestyles, public policy, area and facility development and commitment to maintaining and expanding the cultural values of each country.

B1-03-14

Utilizing a "Consultant" Format as a "Living Casebook Method" of Instruction"

Dr. F.H. "Ted" Waskey, Professor
C.N. Hilton College of Hotel & Restaurant Management, Houston, Texas

A Capstone course is now a graduation requirement at the Hilton College, University of Houston, in which the senior students act as consultants to a variety of hospitality and tourism organizations. The work usually involves the writing of "turnkey" manuals of operations, from the feasibility study, to site selection, multi-unit adaptions of current single-unit endeavors, and on through the menu, recipes, kitchen planning and layout, specification writing, market search for purveyors, ordering, receiving, storage, issuing, preparation and service procedures, accounting and control and related functions. Under the direction of the instructor, who is a professional member of the Food Consultants Society International, the students perform the above duties, as well as all other normally handled by a professional consulting firm, according to the needs of each client served. These commissions however, do not "rob" taxpaying professional consultants of potential fees, as the clients all are those who could not otherwise afford consultant help.

A1-03-16

The Relationship Between Tourism, Development and Peace

George V. Doxey, York University, Willowdale, Ontario.

The relationship between development, tourism and peace is not always clear. Tourism may influence the nature and course of development but we may have tourism without development or development without tourism. Neither necessarily ensure peace, but the absence of peace may hamper tourism and wipe out tourism. The paper explores these notions and examines how the right mix of tourism along with healthy development (encompassing economic, social and cultural processes) can ensure peace.

A1-03-16

Cooperation Among Northern Countries in Promotion of Intercultural Linkages

Heimir Hannesson, Reykjavik, Iceland.

The north-western Atlantic nations from Canada to Scandinavia have a common political and ethnic heritage which has facilitated cooperation at all levels. This basic understanding could be expanded into the area of tourism by organization and firm agreements. As a whole, this area of the world is perfectly capable of promoting peace and understanding through tourism both by example and assistance. It might act, for example, as a window to the eastern block in its new attitude towards the west and encourage greater movement between the two political cultures.

A1-03-16

Americans as International Travelers: The Search For Understanding

Sarita Skidmore and Ronald H. Pyszka, Menlo Consulting Group, Inc., Palo Alto, CA, U.S.A.

The number of Americans who travel internationally for pleasure is small relative to their country's affluence and virtual lack of impediments to travel. In the past three years, only 17.0% of American adults traveled outside the contiguous United States for pleasure. An even smaller group (7.8%) visited a long-haul destination.

Our survey of 2,200 American international pleasure travelers found wide variations among American travelers in the value that they placed on travel, in their reasons for travel, in the factors that they consider in the selection of a destination and in their travel styles. Because the American market for international travel is comparatively small and heterogeneous, it is important to understand thoroughly the characteristics and preferences of those who travel. This paper provides a better understanding of these travelers.

A1-01-17

Integrating Tourism Planning into Comprehensive National Development in Island Microstates

Paul F. Wilkinson, Toronto, Canada

World tourism continues to increase in terms of both numbers of tourists and revenues, but there are significant differences among tourist destinations. A decline or stagnation in the tourism sector of any country with heavy economic dependence on tourism would be serious, but this is particularly so for island microstates with few apparent economic alternatives. Analysis of recent patterns of tourism in 12 microstates of the Commonwealth Antilles identifies four patterns of tourist flows: fluctuations, fluctuation/growth, steady growth, and dramatic growth. The history of tourism in one case study, St. Lucia, demonstrates some of the causes and effects of its fluctuating tourism sector, many of which it has in common with its neighbours.

Such small states need to begin planning the future of the tourism sector, but not in the same manner as other forms of planning (e.g., urban, transportation, economic) because of the diffuse nature of tourism within the national context. Rather, tourism should be planned within a framework of comprehensive national development.

A1-01-17

Coastal Tourism Development: New Projects in Brazil and Tunisia.

Leland L. Nicholls, Menomonie, Wisconsin.

The purpose of this study was to examine coastal tourism development models in Brazil and Tunisia. In Brazil, Project Turis is a 20 year economic and land use plan focused upon 19 continental and off-shore homogeneous tourist development zones between Santos and Rio de Janiero. Specific comparisons were made between Bracuhy and Paraty. The most recent and major thrust of Tunisian tourist development centers upon the Sousse-Monastir area. The new tourism destination of Port El-Kantoui was examined by the author in 1987. Both projects demonstrate several social environmental, geographic and economic problems and prospects.

A1-01-17

Tourism and the Peace Ideal in the Indian Context

Suhita Chopra, Calcutta University, India.

India has a distinctive heritage. It embodies a peace plan which emphasizes the spiritual principles of life rather than materialistic ones. The earliest exposition of these principles are to be found in the Hindu scriptures and in the ancient conception of travel called *Tirtha Yatra*. The latter follows the basic underpinnings of Hindu philosophy which helps develop peace both at the societal and individual levels. However, these philosophical principles are being lost in the development of tourism as a modern phenomenon. The paper examines a few major characteristics of modern tourism in India and their variance with the Hindu peace ideal. It advocates the need to develop an alternative model which is not merely consistent with the Hindu traditions but also helps to revive them.

A1-01-17

Cultural Aspects of Regional Development — The Role of Tourism

Jerzy Kruczala, Akademia Ekonomiczne, Krakow, Poland.

A1-02-18

Tourism Related Work of the Centre for International Co-operation at Shannon

Ray Joyce, Centre for International Co-operation, Shannon, Ireland.

The Centre is dedicated to increasing understanding and co-operation between nations. Peace will not happen without the practical application of managed programmes of co-operation. The Centre operates several international programmes designed to create understanding. It recognizes tourism as a critical factor in the quest for peace. It has already developed from a smaller Conference in 1987 a series of broad resolutions and practical suggestions which can increase the impact of tourism on world peace. In its own small way, the Centre will continue to create prototype programmes to develop the potential of tourism as a peace-builder. Tourism Programmes include a Conference follow-up unit, Youth and Cultural Exchanges, and special packages for travellers into and out of the Soviet Union. Other programmes include Education, Industry/Trade Exchanges, Annual Conferences and general promotion of managed co-operation concept.

A1-02-18

Soul Force Visits Northern Ireland

Barry Randall, Soul Force, Ottawa, Canada.

A 12 minute video showing the conflict in Northern Ireland as seen through the eyes of the people. The video discusses the role of university students from Canada and the United States during a summer peace camp intended to help end the conflict in Northern Ireland.

A1-02-18

Co-operation Ireland — A Human Bridge Between Two Troubled Communities

Winston McColgan, Chief Executive, Co-operation North, Dublin, Ireland

The "Irish Problem" has defied every attempt at a political solution over centuries of bitter history. In the last two decades, over two thousand people have been killed as a result. The root of the problem is a failure in communications between the two communities on the island of Ireland. Co-operation Ireland (known locally as Co-operation North) — a private, non-political organization founded in 1979 — has developed action programmes in the fields of Youth and Education, Business and Community Activity, which are involving 17,000 people a year from both Northern Ireland and the Republic of Ireland in people-to-people diplomacy through practical co-operation.

P2-05-02

Tourism As Citizen Diplomacy

Fred H. Knelman, Ph.D., Member, Peace Committee, Vancouver City Council

Multiple threats to peace exist which are planetary in scope. But peace is not merely the absence of war. It is linked to the search for equity and a sustainable environment. Hopeful indications may be observed. The threat of nuclear war appears to have lessened. A new awareness of the other problems is emerging.

Tourism can contribute to solutions through multiple dialogues which heal perceived threats from the "other" and help us to understand that it is the problems which are our common enemy. It also helps to build bridges between people of diverse cultures. Tourism helps us understand we are a unitary species and begins the task of creating planetary citizens with a planetary ethic. It is a form of innovative diplomacy which substitutes people for paper and augments the positive processes of formal diplomacy.

It is our purpose to explore the concept of citizen diplomacy applied to tourism in order that tourists may extend and enrich normal activities into an act of waging peace. It is our goal to describe the curriculum and training necessary to become citizen diplomats.

P2-05-02

Tourism: Peacemaker or Peacebreaker?

Robert E. Manning, Associate Professor, Recreation Management Program, University of Vermont, U.S.A.

Along with many other areas of the globe, Vermont has entered the age of mass tourism. Each year over eight million tourists visit Vermont, a state with only half a million residents. How are tourists perceived by Vermont residents? In the eyes of residents, how does tourism affect Vermont: its communities, its environment, and its way of life? Two studies of Vermont residents -- conducted in 1986 and 1988 -- attempt to answer these questions and, ultimately, to determine the relationship between tourism and peace. For the purposes of this paper, peace is defined both as harmony between people and tranquility.

P2-05-02

Tourism for Peace: A Third World Perspective

Nalaka J. Gunawardene, Journalist and Law Student, Sri Lanka.

This paper calls for a broader definition of "World Peace," suggesting that it should not merely be a 'cessation of hostilities" or detente among nations, but a more meaningful state of mutual co-operation where prosperity and friendship flourish. A fact often overlooked by many peace movements is that man-made weaponry is not the only aspect of destruction we have to deal with — poverty, illiteracy, disease, environmental degradation and resource depletion also threaten the future well-being of the world. To concentrate the efforts to control these processes, this paper refers to ecotourism and debt-for-conservation swapping — two economic exercises which can usher peace and development. It also assesses the recent proposal of having "Peace Hostage Volunteers" as the ultimate mutual-deterrent among superpowers, and proposes a new concept of "development hostages" on parallel lines for the Third World. The role of non-governmental and non-political organizations in this process is highlighted.

P2-05-02

Tourism Perspectives from the Middle East

John Seekings, Tourism International, England.

P2-06-03

Notes on Natural Resemblances Among Humankind

Andrew Duff-Cooper, Assistant Professor, Seitoku Gakuen College, Matsudo, Chiba, Visiting Lecturer, Institute of Cultural and Linguistic Studies, Keio University, Tokyo, Japan.

The question of what, if anything, might unite all peoples into a global community is considered by reference to the work of philosophers, the psychologists Freud, Jung, and Piaget, the historian of religion, Eliade, the work of sociologists such as Louis Dumont, that of missionaries and theologians, and social anthropologists. It is suggested that while the findings of these disciplines are of great relevance to social anthropology, only the latter has made a convincing case that humankind is united by a number of mental proclivities and constraints. it is suggested, however, that these provide only an encouraging basis for the attempt at understanding that is crucial to world peace and which, it is maintained, can best be served by the premises upon which social anthropology is prosecuted: taking nothing for granted and a remorseless skepticism about what we think we know.

P2-06-05

Inner Peace--Where Travel Begins

Harriet Kofalk, writer/photographer, U.S.A.

Rarely do we take a trip without thinking about it first. The more we *think* about it, the more real it can become. What we focus on expands, and as we focus on travel, we expand the opportunities to make it happen. This presupposes that our thoughts about travel are positive, and why not? It may include hassles, like anything else, but we can choose to focus on its joys. This shift frees us to relax and enjoy the thinking that brings about the pleasant trip. This then becomes the inner peace that creates a contented state of mind in which to travel--whatever happens around us.

We can also play a game with ourselves of using our minds to travel. We cannot always jump on a plane, but we *can* always slip away in thought for a moment to our favorite destination. Just as with the mirage of water on the desert, our minds cannot always tell what is "real." We can use this to our advantage by giving ourselves a mini-vacation that makes the rest of the day more peaceful. After all, we took a marvelous trip with none of the work of "real" travel! This is what inner peace is all about. It can be both the impetus for and the result of travel. Where would you like to go--now? Or have you already been there as you read this?

P2-06-03

Tourism as a Means of Intercultural Communication

Krzysztof Przeclawski, Director, Institute of Tourism, Warsaw, Poland.

This paper is an attempt to adjust the concepts of Pierre Teilhard de Chardin to the role of tourism in the contemporary world. The general idea of Teilhard is the process of the unification of humanity. Tourism represents one of the main forces of this unification. On the other hand, some forms of tourism may also be factors of disintegration.

P2-07-04

Tourism and Peace — An Empirical Approach — Workshop

Turgut Var and Carleton van Doren, Moderators, Texas A & M University, Department of Recreation and Parks, College Station, TX.

This study gives the results of an empirical research conducted in various groups in Argentina, Australia, Korea, Canada, Malaysia, Turkey, Guatemala, United Kingdom, and the United States of America. Over 1300 responses were obtained and analyzed in order to determine the perceptual differences about economic, social, and environmental benefits and costs of tourism including its impact on peace and international understanding. The results of each country will be presented. The moderators will summarize the overall results of this international research.

P2-08-05

Social Aspects of Tourism in Third World Countries

Ron Bernthal, Dept. of Travel and Tourism, State University of New York, Lock Sheldrake, NY, U.S.A.

This paper deals with the "positive" aspects of tourism in third world countries, as opposed to the current trend of "negative" aspects. Although tourism, especially on a large scale, can negatively affect the social structure of underdeveloped regions of the world, there are cases of areas that have prospered due to tourism without losing their cultural identity or developing internal political factions that have opposing views towards tourism. How do governments play a role in the transformation of an area from an agricultural, primitive society to one that is more dependent on tourism? How can mass tourism be limited, yet still provide full employment, foreign currency and better maintenance of communication facilities? Can tourism co-exist in fragile cultural and political environments with an area's self-respect and dignity? These are some of the questions this paper addresses.

P2-08-05

Shades of Grey: Tourism and Change in the Gambia, West Africa.

Barbara D. Steffen, Kingsborough Community College, New York, U.S.A.

Tourism, promoted as a cure for sick economies, is also perceived as the cause of social ills which have surfaced in developing countries. Throughout The Gambia's history diverse foreign cultures have appeared on its shores. Tourism, a relatively recent event, is only one of many agents of culture change at work in this tiny West African country. An appraisal of socio-cultural change and the impact of tourism on Bakau, a small community in The Gambia adjacent to the tourism development area, reveals evidence of a strong resilient culture, retaining what is deemed important and yet open to those changes thought necessary for survival.

P2-08-05

Tourism Through the Ages in India

Anil Mathur, Journalist, *Travelnews Asia*, New Delhi, India.

P2-08-05

Tourism in Developing Societies: Some Observations on Trekking in the Highlands of North Thailand

Philip Dearden, Department of Geography, University of Victoria, Canada.

Tourism is the main source of foreign exchange for Thailand. Most of this income is generated in Bangkok and the world famous beach resorts such as Pattaya and Phuket. A third node for tourism development is occurring in northern Thailand centred on the city of Chiang Mai. A very visible aspect of tourism in this city is the number of companies specializing in ethnic tourism related to the hilltribe peoples. Such tourism involves either road-based one-day trips to accessible villages or multi-night hiking trips to less accessible villages. This paper describes the organization, growth and spatial dispersion of the latter using the tourism area growth cycle as a framework. The potential costs and benefits of this activity on the hilltribes are outlined along with several management scenarios.

H2-17-07

The Mature Travel Market

Gerald G. Hotchkiss, Publisher, 50 Plus, New York, U.S.A.

H2-17-07

Positive Force of the Seniors' Travel Market

Robert J. Forbes, American Association of Retired Persons, Washington DC, U.S.A.

H2-17-07

Multiculturalism as a Conduit for Tourism: The Canadian Experience

Benjamin Teitelbaum, Option Communication, Montreal, Quebec, Canada

The concept of migration/immigration in Canada is now part of the Constitution of Canada. The effect of this policy on the business of tourism and inter-community exchange is just starting to be analyzed. Nonetheless, we know from available statistics that the most important attraction for out-of-country travel is the availability of contacts (friends, family, associates, etc.) in the country of "visit." Also important in the understanding of the relationship between tourism and multiculturalism is the effect of inter-cultural contact at the cultural and economic levels. The presented paper would discuss a profile of the ideas raised previously in the context of the experiences available in Canada.

In an era of increased transcultural aspirations of the world community, Multicultural tourism is the wave of the future.

H2-06-09

Walled Cities: San Juan and Quebec City

Ken Greenberg, Planning Development Design, Toronto, Canada.

H2-05-10

Environmental Quality — Its Relationship to Tourism, Peace and Sustainability

Walter Kehm, School of Landscape Architecture, University of Guelph, Guelph, Canada.

H2-05-10

Tourism to Protected Areas in Latin America: A Tool for Conservation

Elizabeth Boo, Program Officer, World Wildlife Fund, U.S.A.

Protected areas in Latin America--national parks, reserves and wildlife refuges--have recently drawn considerable attention as resources with potential for tourism development. How to capitalize on the tourism potential of protected sites while conserving their special features is of central concern throughout Latin America. Park managers are proposing to develop tourism programs as a way to generate income for park management and maintenance. Development agencies are attracted by such programs because of the economic benefits available to the rural populace in surrounding areas. Conservationists find them promising as compatible approaches for integrating wildlands protection with rural development.

Conservation organizations have realized the need to diversify conservation activities and to link conservation objectives with economic development objectives. Tourism to protected areas (nature tourism, ecotourism) can be an important means to conservation by educating local populations and foreign tourists about critical ecosystems and promoting sound natural resource management practices.

H2-05-10

Benefits of Protecting Natural Areas and their Role on Tourism and Development

Jesus M. Delgado, IBDF-UNESP, Brazil.

To integrate the natural areas of the development of any country in Latin America, it is necessary for most of the decision making bodies to understand the economic benefits, and the use of management plans underlying the quality of the area, and the development of methodologies to quantify the intangible value of national parks and equivalent reserves. These are some of the instruments which could develop harmonious tourism aimed at conservation of natural resources and nature, and which would provide the base for economic development at local and regional community levels.

The economic impact of a Marine National Park in Brazil, Venezuela, Costa Rica and the Virgin Islands prove what it said before and explore different methods to quantify the effect of areas like those protected everywhere. By discovering the value of the benefits, by showing the number of people who benefit, and by establishing the economic regional impact, it can be possible to set the mainframe for government and enterprises in Latin America.

H2-04-11

Parks that Promote Peace: A Global Inventory of Transfrontier Nature Reserves

Jim Thorsell, International Union for Conservation of Nature and Natural Resources, Gland, Switzerland; and Jeremy Harrison, World Conservation Monitoring Centre, Cambridge, U.K.

H2-04-11

International Parks for Peace

Richard J. McNeil, Department of Natural Resources, Cornell University, Ithaca, N.Y. 14853, U.S.A.

Parks and other managed and protected areas which are on or near national borders or which are parts or all of disputed territories may serve the multiple functions of 1) reducing international tensions and enhancing the possibilities of peace, 2) provision of tourism and recreational opportunities, and 3) protection and management of valuable natural resources.

Various types of peace parks include border parks, cooperatively managed binational parks, international parks on disputed territories, and extra-territorial international parks. The potential for various types is growing rapidly and some are in place or near agreement.

H2-04-11

Waterton Glacier International Peace Park: Its Programs for International Tourism

Bernard Lieff, Superintendent Waterton Lakes National Park; Gilbert Lusk, Superintendent Glacier National Park.

Waterton Lakes National Park (Alberta, Canada) and Glacier National Park (Montana, United States), while administratively separate, have developed cooperative programs in major areas. Visitors to either park are told of International Peace Park (I.P.P.) through literature, signage, interpretive programs, even uniform badges. A reciprocal entry fee, to be instituted in 1989, will further strengthen the IPP concept for area visitors. Area Chambers of Commerce promote "A Two Nation Vacation" theme. The parks work with the local tourism industry in marketing the IPP.

The parks also cooperate in resource management, public safety and staff training.

The result of this cooperation is the protection of an international ecosystem while the Peace Park has become a drawing card and gateway to international Tourism between Western Canada and Western United States.

B2-04-12

Tourism: Courier for Peace

Ivon Shearing, Kabalarian Philosophy Society of Kabalarians of Canada, Vancouver, Canada.

Communication is the greatest vehicle for universal brotherhood and the worldwide understanding of humanity. The potential of the human spirit — the complete freedom of man's consciousness — has never been fully developed. The human race has constantly sought the key to universal brotherhood. It has not recognized that the key lies in mathematics, the universal principle of measurement; and language, the vehicle for conscious expression and communication.

Tourism furthers the development of communication, culture and technology. It is a unifying influence for greater appreciation of the many different cultures. This article discloses that the esoteric values of mathematics and language, which are necessary to true insight into human nature, are revealed through the Kabalarian Philosophy, which has its headquarters in Vancouver. This Philosophy explains the application of mathematics to the measurement and understanding of mind, which when balanced allows the individual to become an effective Courier for Peace.

B2-04-12

Tourism As a Communication Process: Can it Become a Symbolic Vehicle for World Peace?

Linda L. Lowry, University of Massachusetts, Department of Hotel, Restaurant & Travel Administration, Amherst, Massachusetts, U.S.A.

Tourism is both a primary and a secondary type of communication process. As a secondary process it acts to convey or transmit information from one or more persons or places to another (i.e. advertising). In its primary form, tourism communication is an active state in which not only information, but also thoughts, perceptions, and feedback are circular and cumulative (i.e. people to people encounters). The extent to which tourism, as a communication process, can become a vehicle for peace depends on the nature of the process and the signification of the meaning of that process in the minds of the people and places that engage in the act of tourism communication.

B2-04-12

Tourism Information Technology as a Facilitator of World Peace

Pauline J. Sheldon, Assistant Professor, School of Travel Industry Management, University of Hawaii.

Smooth interactions between travellers and their hosts depend considerably on the information that each has of the other. The type of information needed in this regard is predominantly qualitative rather than quantitative. Information technology is currently being used in the travel industry to process and disseminate quantitative information such as schedules, availabilities, and rates. There is a need, however, for travellers to have easy access to qualitative information about destinations. This paper will discuss a classification of information that might be made available to the traveller and the host population which will broaden the understanding of the two populations. It will also describe specific examples of how information technology can be used to disseminate this information, and thereby contribute to the development of world peace.

B2-05-13

Tourism and Cultural Exchange: An Historical Perspective

John Towner, Lecturer, Newcastle Polytechnic, U.K.

The paper examines aspects of cultural exchange between Britain and Europe (particularly France, Italy and Greece) from the 16th to the 19th century. This relationship was partly associated with British tourists. The nature of the cultural exchange reveals the changing attitudes of the tourists and their images of the host countries; from admiration of contemporary cultures to a feeling of superiority; from veneration of past cultural achievements to sentimental views of existing societies. Themes also include the social networks between hosts and guests and cultural transfer from Britain to Europe aided by tourism. These considerations lead to wider political and economic relationships and thus the role of tourism in promoting understanding between Britain and parts of Europe. A perspective is provided on tourism's contribution in these areas today.

B2-05-13

Tourism and World-minded Values — A Multi-national Perspective

Aghop Der-Karabetian, Behavioral Science Dept., University of La Verne, La Verne, CA, U.S.A.

The Global Village is upon us, and in Lifton's terms it is a "technologically imposed unity of all human kind." Technological advances of the last hundred years in transportation, telecommunications and space travel, together with the realities of a global economy and the nuclear threat have created structural changes that have contributed to the erosion of the state-centric view and made us all next-door neighbors. In order to make a successful transition into a globally interdependent society our nation-minded values need to be transformed to world-minded values. Tourism and cross-national contact opportunities are a vital force in developing and reinforcing the values bonding the technologically united world. This study empirically examines the role of cross-minded visits on the nature and pervasiveness of world-minded values among university students from five continents.

B2-06-14

The Status of Tourism Education in America

Joann Biondi, Instructor, Travel & Tourism, Miami-Dade Community College, U.S.A.

Tourism has long been the orphan of academia, sprawling through several curricular classifications rather than fitting neatly into conventional disciplines. Taught from a vocational/market point of view ancillary to Hotel Management or Leisure Studies, tourism education in America lacks a social science perspective. If tourism is in fact a vehicle for promoting peace, trust and good will, why has tourism education not created an environment for understanding the totality of tourism's potential? This article assesses the status of tourism education in America and its impact on the role of establishing tourism as a conveyor of peace.

B2-06-14

Un Concept de Centre Specialisé en Formation Professionelle — Le Modele Québecois

Antoine Samuelli, Institut de tourism et d'hotellerie du Québec, Montréal, Canada.

B2-06-14

The Upcoming Third Generation in Tourism Education

Dr. Klaus M.F. Edelmann, Austrian Tourism Consultants, Vienna, Austria

More and further education will be necessary in the future to maintain, if not improve, the various benefits that can be derived for our populations from the tourist operation. Tourism education has gone through three stages. Whereas the first two historic stages were aimed predominantly at training for the tourist industry's requirements, the third, future stage will have to encompass both the producer and the consumer side in tourism. It is argued that only combined and cooperativity early education efforts by industry, government and host populations will make it possible in the future to provide satisfactory tourist services which respect the legitimate interests of industry, host population and consumer, and lead to a better understanding of each other, the visiting and visited populations.

B2-16-PB

Meetings--A Common Ground

Virginia M. Lofft, Associate Publisher/International Marketing Director, Successful Meetings Magazine, New York, NY

Organizational conventions and meetings held in international destinations provide a natural opportunity for people to move quickly beyond cultural fences because of their common goals, interests, professions and needs. This commonality creates an immediate bridge to understanding, helping people jump the hurdles of dissimilar cultures or languages. This paper discusses how and why this phenomenon works and examines the expansionary forces at work in the international conventions and meetings marketplace.

B2-16-PB

Tourism and Meetings: Interdependent, Not Independent

Edward Polivka, Professional Convention Management Association, and Penny Dotson, Northeastern State University, U.S.A.

The meetings industry includes hundreds of thousands of meetings, conventions and trade shows held worldwide. This industry is not usually considered to be "tourism," yet a significant portion of tourism revenues are produced by those who attend meetings-related events. The relationship between the meetings industry and tourism is complex. Many firms which cater to tourists also construct their facilities to accommodate meetings and convention events. Meeting site decisions are often made based upon an analysis of tourism-related services available in a destination area. An understanding of this interdependency is essential so each party can maximize the opportunity which exists between the two entities. A meeting planner must understand tourism to arrange an event which meets the attendee's needs. And tourism suppliers should comprehend meeting industry requirements to provide facilities which include elements for a successful meeting.

B2-16-PB

Congress Industry-An Important Role of Understanding Among Peoples

Steti S. Snezana, Beograd, Yugoslavia

The Congress industry have been studied in recent years. That is why an overall influence of these activities has not been sufficiently recognized. The most important parts of this influences are exchange of information, strengthening of the world science, promotion and advertising of national tourist values of the country ... Yugoslavia as non-aligned country seeks to make big impact on international congress market, and to prove its role for making peace and understanding among Peoples. In 1977, the 2nd Conference of European Security and Cooperation was held in newly built congress and convention centre "Sava Centre." Sava Centre became a centre of peace not only once but many times in the last 11 years because more than 3,000 congresses and meetings were held there. And not only "Sava Centre" but many other congress and convention centres and country as a whole is becoming "island of peace." How? Through its people; sun and snow; mountains and rivers; world cultural heritage ... Peoples from all over the world participated in more than 500 meetings and events that take place each year in Yugoslavia combine "business with pleasure" visiting famous tourist sights, introducing a rich historical and cultural heritage. We used to say that travel makes the impossible dream come true, so we do hope that congress industry is one step closer to the idea of becoming truth all over the world.

B2-16-PB

Trade Shows as a Force for Peace

William A. Preshing, Edmonton, Alberta

While trade shows are not a new phenomenon, there is a growing awareness of their role as a primary marketing vehicle. However, it can be argued that, while the marketing or promotional aspects of trade shows are of vital concern, there are additional benefits to the use of trade shows.

A major benefit (and the theme of this paper) is the concept of Trade Shows as a Force for Peace. In essence, this paper will look at Trade Shows in the context of Edmonton Northlands and a developing program of Trade Shows — particularly with Third World countries and, potentially, Eastern Bloc countries. Both China and Thailand have had successful Trade Shows, while it is anticipated that Hungary and, possibly, Russia will be major participants in the future.

With successful Trade Shows, not only do mutually economic benefits accrue to both parties, but Trade Shows provide opportunities of an enhanced appreciation of the cultural and social fabric of other nations. Better understanding can only lead to better attitudes and, consequently, a more positive attitude towards others.

A2-06-16

Tourism — The Marketing Challenge

Karen I. Peterson, Davidson, Peterson Assoc. Inc., U.S.A.

A2-06-16

An Evaluation of the Marketing Concept as it Applies to Tourism.

K. Michael Haywood, University of Guelph, Guelph, Ontario, Canada.

Critics and observers of the tourism scene argue that marketing, through the application of the marketing concept, is dysfunctional in that it is largely responsible for tourism development that is inappropriate and creates dislocations within a community. In evaluating these criticisms it is argued that the marketing concept has been unwittingly maligned, misunderstood, and misapplied. For example, a myopic reading of the marketing concept may result in tourism developers and officials designing "tourism products" and advertising messages solely on the expressed needs and wants of tourists. If a longer term, more strategic approach is considered the marketing concept should be seen as deriving from, and ultimately driven by, the creative abilities and capabilities of the community in which it is based. A more complete understanding of the marketing concept can result in more strategically focused tourism research and development. Suggestions as to how this can be accomplished will be provided.

A2-06-16

Hosting and Hospitality

William Ziff-Levine, Data Management Counsel, U.S.A.

A2-04-17

Creating A Common Context for World Peace Through Tourism

Graeme Drew, Tourism Research and Marketing Services, Canada.

A2-04-17

Raising Public Awareness of the Concept of Tourism as a Peace Industry

Linda Poetz, Interim Executive Director, Tourism Industry Assn of Alberta, #250, 2635-37 Avenue, N.E., Calgary, Alberta T1Y 5V7

The Tourism Industry Association of Alberta (TIAALTA) promotes the concept of Tourism as a Peace industry via its ongoing provincial public awareness program: "Smile — You're a Tourist Attraction!"

Illustrating the link between Tourism and Peace is advantageous to the goals of the "Smile — You're a Tourist Attraction!" Program. This promotion is designed to heighten residents' understanding of the importance of Tourism and to encourage individual involvement by being hospitable.

While Albertans can relate to the economic benefits of Tourism, residents need more innate reasons to become involved.

International communication and understanding through Tourism is a goal for those residents interested in reaping more than economic benefits from Tourism, particularly Albertans with an active concern for the larger issue of world peace.

The industry is responsible for the promotion of peace via Tourism, and the best place to promote this concept is at home. Hence the promotion by TIAALTA of this timely message "Smile — You're a Tourist Attraction!"

A2-04-17

Bridges of Understanding: Increasing Public Awareness of Tourism as a Beneficial Industry in an Economically Depressed Michigan County

Robert W. McIntosh, Professor Emeritus of Tourism, U.S.A.

Manistee County is an economically depressed partially industrialized area located in northwestern lower Michigan. Manufacturing employment of 2,800 in 1978 plummeted to 1,775 in 1986, a 37 percent loss. Unemployment rates were 11.5 and 18 percent respectively.

With its long tradition of industry, business and government leaders continue to think of the area as an industrial one. However, economic progress is most likely to come with expansion of service industries, especially tourism.

A series of 23 articles designated as a "Tourism Expansion Series" were prepared. These were published in the local daily newspaper beginning in February, 1988. The topics were grouped into three main categories: Economic Expansion and Development, Tourism Growth in Manistee County, and Tourism Research and Marketing. The anticipated results of publishing this series will be to increase understanding and appreciation for tourism as a potential growth industry. Such is badly needed in this beautiful, touristically attractive, but economically weakened area.

A2-04-17

The Unity of Mankind: An Approach to Peace Through Education

Patrick Stewart, Instructor in Destination Studies, Southern Alberta Institute of Technology, Calgary, Canada.

In tourism, whether one be guest or host, administrator or commentator, teacher or student, we have many inherent qualities which have great beauty and are on tract toward Peace. But, all too often, our inner fears and non-acceptance of differences block or interrupt our flow of goodwill, and the benefits are not realized.

The presentation expands upon this idea and concrete ways are set forth which, through education in its many forms, can allow the beauty to emerge so that we can bring our visions of Peace into reality. In particular, listeners are urged to routinely challenge themselves and others in their sphere to evaluate each action in the clear light of their personal and corporate visions of Peace.

A2-05-18

Preventative Legal Care for International Travel and Tourism Law

Alexander Anolik, Esq., President, International Forum of Travel and Tourism Advocates; Travel Law Editor, Travel Agent Magazine, U.S.A.

Travel and tourism laws must be cognizant of their respective jurisdictions and understand the relationship they have for tourism to their area as well as to the destinations their tourists will travel to. Tourism advocates are expanding their knowledge of the changing liability laws around the world and assisting their governments in tourism legislation that can protect environmental and consumer rights as well as the commercial rights of the tour operators, suppliers, and carriers.

Only through knowledge and respect for the international tourism legal rights and responsibilities can we expect tourism to be a vital force for peace.

A2-05-18

Peace with Justice and Human Dignity — The Role of Tourism.

Rev. Ron O'Grady, writer, editor Accent Magazine, New Zealand.

Statements of Pope John Paul II and the World Council of Churches Assembly in Vancouver 1983, claim that peace is inseparable from questions of justice and human dignity. If tourism is to be a force for peace it must not be the cause of injustice.

The article explores some of the effects of tourism in the poorer regions of the world and highlights some of the contradictions.

A form of tourism is advocated which is not destructive of human values as the one way to serve the cause of world peace.

A2-05-18

The Role of Government Action in Making Tourism Policy a Force for Peace

Linda K. Richter, Associate Professor, Department of Political Science, Kansas State University, U.S.A.

This paper examines the nature and scope of government influence appropriate for insuring that tourism's role will be a positive one for global peace in general and specific political systems in particular. The conference theme encourages an emphasis on the international arena and the role world travel has on bi-lateral and multi-lateral relations of nations. Yet, domestic affairs of nations are inextricably linked to their foreign policies. Domestic tourism has an impact on how foreigners are perceived, received and accepted and how they in turn think about the people they have visited. Nor need the tourists be foreigners. Often the peace issues for many nations are internal questions of ethnic identity and national integration. Government then has domestic and international roles in making tourism a force for peace. This paper has been divided into (1) national efforts in an international arena and (2) national and subnational roles furthering peace by monitoring domestic tourism development.

P3-09-02

Promoting Peace and Understanding Between North and South Cultures Through Cultural Tourism

Victor B. Teye, Arizona State University, Tempe, Arizona, United States.

Technological advancements in transportation and telecommunications have produced a shrinking world. Still, stereotypes and myths about Southern cultures abound in Northern cultures. Tourism has the potential of contributing to greater understanding between the two cultures through the development of genuine cultural tourism which promotes host-guest experiences rather than mere superficial encounters. The first encounter between the two cultures led to colonization, economic exploitation and enslavement of vast regions of the South. This experience is at the root of many of their current social, economic and political problems. In deed, many residents in the South see tourism as a vehicle of neo-colonialism. This paper, with its focus on Africa, discusses the potential for developing the kind of international tourism which could foster peace and understanding between North and South Cultures.

P3-09-02

East Asian Tourists in the Pacific Northwest: Cultural Ambassadors or Three-Day Wonders?

Frank Norris, Dept. of Geography, University of Washington, Seattle, Wash., 98195 U.S.A.

Western Canada and the northwestern United States have shared only marginally in the recent East Asian tourism boom. As the California and Hawaii tourism markets have become saturated, increasing numbers of East Asian tourists are seeking out cooler, more adventurous vacations. The study area, comprising four U.S. states and two Canadian provinces, has enjoyed some success as an alternative destination, but the spatial impact of East Asian tourism has thus far been severely limited.

To compete more effectively in attracting this emerging market, tourism professionals must first understand East Asian travellers -- who they are, why they travel abroad, and what they seek in a foreign vacation. Only by such research can brochures, facilities and programs be designed in their behalf. This study suggests a number of successful regional approaches, many of which are applicable to other regions as well.

P3-09-02

The Culture of Business and Tourism in China

William Lampman, president, CHINAscope Ltd., Toronto, Ontario, Canada.

China is an intoxication, for the tourist capturing on film exotic sights and vistas during the "trip of a lifetime," and the businessperson embarking on a priority commercial mission. Most intoxications, however, have certain side-effects. Little in Western tradition and professional training quite prepares us for understanding adequately the uniqueness and variety of Chinese values, social mores, assumptions about foreigners, and their standards and procedures while we are "en tour" or at the negotiating table. We are often blinkered by media-oriented stereotypes and preconceptions which at times inhibit the establishment of modes conducive to better understanding, venture prospects and other forms of mutual benefit in the China trade and tourism markets both now and in the coming Pacific Century.

Consequently, this paper discusses salient issues in the Chinese cross-cultural landscape as East meets West in the Middle Kingdom.

P3-10-03

The People of Tourist Brochures

Graham M. S. Dann, Department of Government and Sociology, University of the West Indies, Barbados, W.I.

A preliminary quantitative and qualitative analysis of the pictorial and written content of recent U.K. tourist brochures reveals the ways in which hosts and guests are represented to potential travellers. Pictures are categorized according to the absence or presence of people, degree of interaction between tourists and locals, and the settings for such encounters. The classification scheme yields a typology of four varieties of paradise in which nations are portrayed as scenery, cultural markers, servants, entertainers, vendors, seducers, tourees, familiar persons, and even tourists themselves. The promotional discourse and iconography of advertising provides a semiotic backdrop to the analysis.

P3-10-03

Charter Tourism — Human Understanding

Lena Larsson, Dept. of Business Administration, Monica Hanefors, Dept. of Social Anthropology, University of Gothenburg, Sweden

The stock of knowledge concerning tourism phenomena is not yet big enough nor is our present understanding able to develop a tourism without culture conflicts. Therefore there is reason — an absolute necessity — to seek new ways through which we may be able to lead tourism towards a greater cross-cultural understanding. With a common theoretical point of departure, different disciplines with their various methods and research focuses might complement each other and thereby meet the demand for a holistic perspective. The purpose of this article is to throw some light on a problem of methods in connection with a specific research task on charter tourism taking off from the various tourist interactions within the tourist experience. The charter tourist's excursion into the margins of his culture while preferring to interact with his co-travellers, is further discussed and also the complex roles and responsibilities of the tour organizer's personnel.

P3-10-03

Of Tour Busses and the Trojan Horse: A History of Tourism and Cultural Conflict

Ivan Blake, Mount Saint Vincent University, Halifax, Canada

Tourism, like so many other culturally determined concepts (individuality, history, freedom, place, even travel to name just a few), is the serendipitous product of the confluence of various western intellectual, social and economic forces. As such any non-western culture which is tempted to adopt tourism as a social policy or economic strategy, is obliged to adopt (or at least to tolerate) a whole set of concomitant cultural concepts, which have the potential to conflict with, even destabilize, existing cultural forms. Tourism is not a value-free process; it is itself a culturally shaped concept with as much potential to cause conflict as foster friendship. In my paper, I will narrate the colorful and complex emergence of the concept of tourism, provide historical examples of its oft-times enlightening but occasionally tragic consequences and make a plea for greater sensitivity to the cultural assumptions which charge the deceptively innocent concept of tourism.

P3-11-04

An Analysis of Korean Attitudes Toward Foreign Tourists by Specific Nationalities

Joung-Man Kim, Kyung Hee University, Seoul, S. Korea.

Korea considers tourism a strategic industry. However the claim that the Korean government promotes tourism for economic benefits and the improvement of international understanding should be questioned. There are different attitudes among Korean people toward tourists of specific nationalities because of historical and cultural backgrounds. Koreans had the unpleasant experience of Japanese colonial rule from 1910 to 1945. It is therefore necessary for policy makers to get empirical evidence on whether or not foreign tourists of specific nationalities are received hospitably. This paper analyses Korean residents' attitudes to the behavior of foreign tourists in general and by nationality, and finds means of harmonizing contacts between tourists and the residents to avoid hostility and to create better understanding.

P3-11-04

Let 'em Loose: Some Pueblo Indian Responses to Tourism

Jill D. Sweet, Associate Professor of Anthropology, Skidmore College, U.S.A.

Culturally self-confident tourists seeking exotic experiences are attracted to Pueblo Indian villages of the Southwestern United States. Most appealing are the colorful ritual dramas still held regularly in the village plazas. The presence of tourists during these events have inspired the Pueblo people to develop a number of techniques for controlling visitors and ensuring against the complete folklorization of their rituals. This article discusses these techniques as creative native responses that serve to maintain ethnic boundaries, strengthen Pueblo cultural pride, and control outsiders. Clearly, Pueblo Indians have been affected by tourist contact, but unlike many other native peoples, they have had considerable success in shaping the nature of that contact.

P3-11-04

Le Voyage de Vacances comme Experience Ludique: Une Dimension Cachée

Marc Laplante, professeur, Department d'études urbaines et touristiques, Université du Québec a Montréal

Le voyage de vacances, à condition de le considérer comme une expérience globale, satisfait à toutes les exigences de l'activité ludique. Cet article confirmera et nuancera cette thèse connue avec des résultats de recherche obtenus par l'observation systématique d'ensembles de comportements touristiques. Il fera état ensuite d'une curieuse lacune dans les recherches en tourisme: aucune étude ne permet de reconstituer, en détail, la totalité des expériences vécues par un touriste entre son départ et son retour de vacances. Or, pour voir comment le voyage de vacances est marqué par l'esprit du jeu, il faut le traiter comme un tout, comme un événement global. On peut croire alors qu'il participe des processus par lesquels les sociétés réalisent leur transition d'un système social à un autre. Mais une telle approche du tourisme doit opérer d'abord un renversement de perspective car, aujourd'hui encore, les comportements touristiques les plus décriés sont justement ceux-là par lesquels le touriste rejoint l'homo ludens!

P3-11-04

The Concept of the Psychological Love-Hate Relationship Between Hosts and Guests

Joseph Kurtzman and John Zauhar, Tourism-Leisure-Management Institute, Ottawa, Canada.

People of a community "partake, meet and participate" in day-to-day living in terms of mutual dependency and interdependency. Their behavioral and value practices tend to be organized into specific mannerisms. These "community expressions" acquired, gained and earned by people, in varying degrees, are in turn transmitted, shared and appreciated by community members themselves and by global neighbours — the tourists, domestic as well as foreign.

In each community, inherit characteristics are identifiable and in many instances, measurable. These elements or "community composites" have intrinsic and extrinsic potentials and dynamics to foster, augment and solidify PEACE amongst people.

"Community composites" if not properly diagnosed and interpreted could lead guest-visitors to certain hostile responses and affectations. Community hosts, without proper scope in assessment of "guest-visitors," could also discolor and warp the attitudes, values and satisfaction of tourists. Better assessments and behavioral knowledge could crystalize, however, into peace initiatives.

P3-12-05

Can Tourism Bring Peace to a Divided Community? — The Northern Ireland Experience

Ian G. Henderson, Northern Ireland Tourist Board, Belfast, N. Ireland, UK.

While tourism may be a vehicle to bring about world peace it may not be as effective in bringing peace to a divided community. The Northern Ireland experience has been one of tourism declining drastically in the early years of domestic unrest but recovering substantially as the world appears too weary of the conflict.

It will be shown that tourism suffers in a community in conflict but also that tourism is an economic activity which can help heal a divided community through the provision of wealth and jobs. Perhaps, more importantly, it can help heal conflict through the exposure of the community to a broader range of views and opinions from around the world.

P3-12-05

The "Troubles" and Tourism in Northern Ireland — A Strategy for Harmony

David Leslie, Lecturer, University of Ulster

The potential role of tourism in the development of peaceful co-existence in Northern Ireland is examined in the light of its possible function in economic growth and development. The value of tourism as a positive force with a number of interrelated aspects in promoting the objectives of conservation and enhancing the environment is considered. The role and value of tourism activity in the development of linkages with other organizations outside of the province, and the likely spin offs such as increased visitor traffic and the growth of the business sector are discussed along with appropriate strategies to achieve these increases.

P3-12-05

Tourism — A Step Towards Peaceful Reunification of the Two Koreas

Yongkwan Kim, Ph.D. Student, Dept. of Recreation and Parks, Texas A & M University, U.S.A.

Peace and Tourism are complementary. The Korean peninsula is a precarious region which is widely considered to be the most dangerous threat to world peace outside the Middle East. Thus, movement towards reunification of Korea, rather than acceptance of the status quo, has much to contribute to the maintenance of global peace. The history of political negotiations seeking the peaceful reunification of the two Koreas has demonstrated that political efforts are unlikely to lead to substantive progress towards reunification. Korean reunification is likely to be better facilitated by evolvement of a policy which encourages visits across the Demilitarized Zone by divided families, sports' teams, and organized tours. This paper discusses the contributions of tourism as an alternative mechanism for facilitating peaceful reunification of the Korean peninsula.

P3-12-05

Tourism Between West and East Germany — Passport for Peace?

Dr. Walter Freyer and Margitta Becke, FIT-Forschungsinstitut fur Tourismus, Berlin, West-Germany

In only a few other countries of the world travelling is as difficult as between West and East Germany.

Divided in two parts after the Second World War the people of both parts have only limited possibilities for getting a visa and visiting the other part of their native country.

Whereas travelling in and from West Germany to all other parts of the world is nearly unrestricted, the East German authorities are giving visas to their citizens and for West German tourists only by exception.

In the last decades politicians try to liberalize travelling between West and East Germany, but only little progress can be made out.

This paper provides a brief retrospective view on tourism between West and East Germany after the Second World War. It focuses on the current volume and possibilities of Inter-German Travel and Tourism; and it considers future opportunities of an All-German-Tourism as a first step for more peace and understanding within Germany and worldwide.

H3-18-07

International Tourism Development Rhetoric is not Supported by Appropriate Initiatives to Ensure "Developing Country" Tourism Changes to a Vital Force for Peace

Marc Aussie-Stone, Founder of Blue Peace International, Sydney, Australia

International tourism promotional imagery always includes the unique and positive cultural aspects of a developing country and yet international bank, government and aid organizations do not ensure that the form of tourism development complements those unique cultural aspects or is of a scale or type that ensures that the indigenous host persons remain true hosts and "friends" to the visitor as against becoming their servants, waiters or bag carriers. The author has experienced that the W.T.O. does not determine the cultural sensitivity of its consultants. A specific example will show how inappropriate initiatives are causing poverty and the dispossession of culture in a Pacific Island paradise, changing it into a second-rate short-term tourist destination. An example of alternative tourist development will be provided from Fiji.

H3-09-09

Cultural Resources & Tourism--A Perfect Partnership!

Sharr Prohaska, Northwest Heritage Associates, Portland, Oregon

As the travel and tourism industry grows in significance, historic organizations are beginning to explore the potential for cooperative ventures--the development and promotion of historic sites and events by the tourism industry. The partnership between historic resources and tourism offers benefits for both parties: larger audiences and more income for the heritage-related industry, more travelers and revenues for the travel and tourism industry.

Now is an excellent time for a major initiative to promote both domestic and international tourism with a specific focus on cultural resources. If the cultural resources/tourism partnership is to develop, more agencies, home owners, directors of historic museums and sites, need to be aware of the potential. There is a great need for further research on both the regional and national levels to determine the potential of cultural tourism in all our countries, both in the domestic and international travel markets. Cultural resource agencies should work together to promote our heritage.

H3-09-09

Appropriate Tourism and Heritage Interpretation

Gabriel J. Cherem, Eastern Michigan University, Ypsilanti, U.S.A.

The new concept of "appropriate tourism" will be presented to the delegates. Appropriate tourism is based on facilitated guest experiences that emphasize the unique heritage resources (cultural, historical, natural) of an area. The role of heritage interpretation in facilitating these heritage experiences will be shown to be at the very core of appropriate tourist programs.

Delegates will be given an overview of the Honolulu "think tank" on appropriate tourism, held in July of 1988. Principles and potential applications of the appropriate tourism concept will be outlined — with focus on the role that heritage interpretation can play in the development of appropriate tourist programs in Hawaii.

H3-09-09

The Cultural Highway is Travelling Through Your Area. Are You Ready for it?

R. Jonathan Meigs, Visionary Marketing Concepts, Boston, MA.

Today there is a new attraction base available for the tourism industry. The arts, both visionary and performing are attracting a new breed of people at both the destination level as well as at the visitor level who seek to enrich themselves and improve their quality of life through their heritage, history and the arts in their area.

This lecture focuses in on you and your community and how by looking inward at yourselves and the community in which you live you can create an environment which will not only meet your needs but the needs of this "new" tourist as he/she travels The Cultural Highway.

H3-08-10

Toward a Sustainable Tourism Development Strategy

Carolyn E. O'Fallon, Centre for Resource Management, University of Canterbury, New Zealand.

Despite the recent proliferation of literature on sustainable development, there has been little attempt to clarify and systematize the concept, particularly as it relates to industrial development, so that it may be incorporated into policy-making and planning. Nowhere is this more apparent than when the tourism industry is considered. The Brundtland report (1987), comprehensive though it is, fails to mention tourism even once, despite its recognized importance to the global economy and development. Hence, this paper addresses the concept of sustainable development as it applies to tourism and takes the first steps toward the formulation of an appropriate sustainable tourism development strategy.

H3-08-10

Maximizing the Benefits of Tourism Development in Small Winter Cities.

Patrick T. Long and Sarah L. Richardson, Center for Recreation and Tourism Development, University of Colorado at Boulder.

A Community Leisure System integrates the traditional role of public entities in providing resident recreation services with that of the private sector which typically serves the needs of the tourist. Due to the similarities of the recreation and tourism experience and offerings, a single community leisure system, when properly developed and maintained, can make a strong contribution to a community's economic and social vitality. Based upon the successful Intermountain Rural Recreation Development Project, this presentation will address (1) the roles that tourism and recreation can play within a comprehensive small winter city leisure system, (2) ways that the two can effectively be integrated and advanced, and (3) management approaches to secure that system's ongoing success.

H3-07-11

The International Peace Garden: The Vision, the Vocation and the Visitor

John MacLeod, Assistant Professor, Ecole d'Architecture de paysage, Université de Montreal, Canada, and Charles Thomsen, Associate Professor, Department of Landscape Architecture, University of Manitoba, Canada.

The International Peace Garden at its inception in 1932 was a powerful symbol of the goodwill between Canada and the U.S. With time, its vocation has shifted to becoming a major seasonal cultural and athletic activities destination as well. The "peace" focus remains, but its expression is diffused in a panoply of symbolic structures and gardens. Hence, this presentation discusses the changing profile of visitors and the physical design and interpretive responses needed to reinforce the peace garden's historic raison d'etre in its contemporary context.

H3-07-11

Peace Gardens

John N.Roberts, Landscape Architecture and Land Planning, Berkeley, CA, U.S.A.

H3-07-11

The U.S./U.S.S.R. Peace Park Project: Four Years and 14,000 People Later

Arthur R. Rice, Founding Member of the U.S./U.S.S.R. Peace Park Project.

This presentation traces the development of the U.S./U.S.S.R. Peace Park Project from its inception in early 1984 to its current state in 1988. The presentation discusses how it was possible for an idea to begin with six people and four years later culminate in the efforts of 14,000 people to produce a park which is the first example of joint Soviet and American construction in 40 years. The paper will discuss how the Peace Park Project has not ended with the building of the Seattle/Tashkent Peace Park, but instead has grown to be much more. Some of the new cooperative Soviet and American ventures currently in the planning stages which have come directly out of this project will be presented.

B3-07-12

Bridge Building Principles

Carol Spearman, Chelmsford, England

Bridge Building Principles are the ways we can look at tourism in a common way regardless of whether we are a developer, a hotel, or tour operator, a local community resident or a tourist. These bridge-building principles can help us create a vision of tourism as a vital force for peace.

The principles which will be examined will be understanding rather than polarization, integration rather than fragmentation, cooperation rather than conflict, stewardship rather than use, and responsibility rather than blame.

B3-07-12

Integrity: The Incredible Technology of Peace

George Kibedi, President, World Association for Professional Training in Tourism, Toronto, Canada.

Travel and tourism could be used as opportunities to reflect about the features and requisites of a solidaristic society. The integral education given in Prasanthi University in South India is described as a method of creating understanding about perennial traditions with respect to individual development and the service of society.

B3-07-12

The Tourist Traveller — The Peacemaker?

Jan Lundgren McGill University, Montreal, Canada.

This paper argues that although in the postwar era tourist travelling has expanded, the level of comprehension of the environments visited may have deteriorated. Thus, in contrast to the tourist traveller of past generations, the modern tourist seeks out destinations to visit on the basis of recreational preferences as established in his home environment with only a marginal interest in the geographic uniqueness that the destination provides. Consequently, the tourist does not interact effectively with the host area environment but increasingly becomes a self-sufficient visiting consumer. This is a regrettable trend if one considers the potential for human, cultural and social interaction that the international tourist public possesses should it decide to become the curiosity-seeking consumer. To re-orient tourist travel purposes along such lines requires a considerable restructuring of the whole educational-pedagogical process. The late UN General Secretary Hammarskold stressed the need to comprehend different geographic environments by way of starting travel in close proximity to one's residence but later expanding one's horizons and comprehension to encompass wider geographic dimensions and eventually exotic destinations: If you know your country well you will better be able to comprehend the world.

B3-08-13

Mundialization and Town Twinning (Sister Cities) As a Way to Peace

Hanna Newcombe, Editor, Peace Research Abstracts Journal, Peace Research Institute, Dundas, Ontario

Town twinning exchanges have been going on for many years, but in my home town, Dundas, Ontario, and in the nearby city of Hamilton, we do it under a larger program called "mundialization." This means proclaiming "world city or town" status by a decree of municipal council, flying the United Nations flag all year round as a sign of world citizenship, and choosing one or more twin cities in other parts of the world for intensive citizen exchanges. Dundas was mundialized in 1967 now the "Kids for Kaga" organization arranges trips of 16-year olds to Kaga, Japan every other year, while kids from Kaga come to Dundas on the in-between years. Hamilton mundialized in 1968 and now has 6 twins. Almost 30 Canadian municipalities are mundialized, and hundreds of municipalities in France and in Japan, where the movement started soon after the end of World War II. Mundialization and twinning is an occasion for "tourism with insight," usually involving home-stays in the twin city. Mundialization and twinning can contribute to world peace: they help to knit the world together with strands of friendship across borders.

B3-08-13

Two Cambridges, Tourism and World Twinning

Professor Thomas H. Jenkins, University of Cincinnati, U.S.A.

Tourism facilitates contacts between diverse peoples and cultures. There is increased capability of seeing another's point of view, belief system, traditions, and practices. This is a social condition for global peace. A special tourism approach to twinning, sistering and grouping of cities with the same names can accelerate the pace and improve the quality of such contracts, nationally and internationally.

This paper describes the author's "Two Cambridges" project (U.K. and U.S.) and from this, outlines a model international directory of same-name cities, types of information, sights and attractions, and a model visitor exchange agreement. The program can be fostered by state and national governments but initiated by local communities.

B3-08-13

Cooperation in Tourism Between Eliat and Aqaba

Abraham Tal, Tel-Aviv University; Gideon Fischelson and Hillary Wolpart-Silver, Israel.

B3-17-PB

The Tour Guide's Role in Understanding World Peace

Kathleen Lingle, Public Affairs Chair, Professional Guides Association of America (PGAA), U.S.A.

Mark Twain clearly understood its significance, calling travel "fatal to prejudice, bigotry and narrow-mindedness." As a bridge between cultures, there is no substitute for travel. Millions of travelers worldwide are introduced to a region by the tour guide, who is an educator, an interpreter, a companion, a public relations representative, and indeed, somewhat of an ambassador. The encounters between guide and traveler and traveler are symbiotic; that is, they yield mutual understanding. In light of the weighty role of the tour guide in bridging cultures, it behooves the travel industry and governing bodies worldwide to bestow greater support and demands on the guide profession. This paper discusses the personal, socio-cultural and economic contributions of the tour guide and offers insight on performance standards which will guide the tourism profession and government in enhancing this important link in world peace.

B3-09-14

People Make the Difference: Grassroots Tourism Programs Promoting International Understanding

Martin H. Behr, Spacebridge Broadcasting Co.; and Ginny Rodin-Behr, Rodin Public Relations, Palo Alto, CA, U.S.A.

Dozens of individuals and groups have created tourism programs bringing people face-to-face across political, ideological and cultural boundaries and into intimate contact with our fragile ecosystem. This discussion will focus on several of these programs: Earthwatch, U.S.-U.S.S.R. initiatives, Neve Shalom/Wahat al Salam, and Habitat for Humanity.

B3-17-PB

Yugoslavia's Travel Brochures — A Communication Bridge Between Guests and Hosts.

Neda Telisman-Kosuta, Sanda Crnkovic, Sasa Poljanec-Boric Institute for Tourism, Zagreb, Yugoslavia

Communication between tourists and their hosts is the basic requirement which may lead to understanding and ultimately to peace. Since travel brochures are an important means of communication between host environments and the potential guests, the messages they convey play a major role in the communication process. Creation of false images, insufficient or poor quality information can all be detrimental to the communication process. The authors examine travel brochures produced by the Yugoslav travel industry and attempt to evaluate whether they portray this destination truthfully, wholly and in a manner conductive to a dialogue. Also results of a survey, conducted among Yugoslav travel industry leaders, on their opinions regarding the adequacy of Yugoslav travel brochures have been examined and interpreted.

B3-17-PB

The Role of the Travel Writer in Promoting Understanding Among People

Robbin Frazer, President, Spectrum Three Consulting, Ottawa, Ontario, Canada

Why am I travelling? For adventure and discovery or for relaxation and diversion? What will my readers want to know? This is the criteria of the Travel Writer who has a great responsibility to introduce people to enriching experiences, advise how to plan their vacations, avoid pitfalls, and enjoy themselves. Tourists act on what they read. Better information and protection are demanded. People want facts — about other cultures, things that are unique about places and people, and they trust the Travel Writer to interpret facts with perceptiveness and integrity. Irresponsible reporting can result in hardship and expense for the traveller, with possible ill-will reaching international dimensions.

This article includes highlights of the author's thirty-year career in the tourism industry. It refers to Tourism Canada's "Tourism Ambassador Program"; "Smile — You're a Tourism Attraction" — the Public Awareness Program of TIALTA (Tourism Industry Association of Alberta); the 1988 Winter Olympic Games; the ELDERHOSTEL Senior Citizen's travel explosion; speculates on the tourism impact of the World Decade on Cultural Development (1988-1997); and offers two chapters of useful guidelines for travellers: TRAVEL TIPS and TRAVEL GUIDES.

A3-09-16

A Model for Development

Elwood L. Shafer, Department of Recreation and Parks, Pennsylvania State University, U.S.A.

A3-09-16

A Computer Model to Estimate and Project Tourism Sector Activity and Economic Impacts

Alex Tunner, B.C. Research; Larry Murphy, Wharton Econometrics; Sid Nieuwenhuis, Alberta Tourism.

Effective tourism development and marketing require reliable estimates of tourism activity, and of the potential impacts of new programs. The diverse and complex nature of the tourism industry makes it difficult to produce such estimates.

To provide Alberta Tourism with a firm basis of facts and methodology for monitoring and projecting travel industry activity and impacts, Wharton Econometrics (Toronto) and B.C. Research (Vancouver) have developed an Alberta Tourism Model.

The model is implemented using AREMOS, a modeling package developed by Wharton for economists and planners. It runs on an IBM PC/XT computer, and is a practical operating and planning tool.

The model uses a wide range of conventional traffic volume data, travel surveys and input\output analysis to produce estimates of tourist volumes, trends, expenditures and impacts. Results are produced for the Province of Alberta and for each of its fourteen tourist zones.

A3-09-16

The Role of Conjoint Analysis in the Match of Tourist and Destination

Richard M. Howey, Penn State University

One method of increasing international travel is the marketing and promoting of tourist destination areas. A basic premise of this paper is that many efforts at marketing research fall short. This lack of success may be because inaccurate research methods are used. Traditional methods of segmenting tourists have leaned heavily toward the analysis of the characteristics of both the tourist population and the destination. The main proposition in this paper is that the use of a more sophisticated diagnostic method--conjoint analysis will provide the marketing managers with a much more realistic portrait of how tourist choose destinations. Conjoint analysis is basically a trade-off analysis. The theoretical assumption behind conjoint analysis is that consumers--in this case tourists--do not make purchase decisions on the basis of a rank ordering of destination attributes. Rather, they engage in a series of trade-offs between acceptable and unacceptable attributes. The more accurate description of what consumers do when deciding on a place to visit can be beneficial in two ways. First, the people who promote tourist destination areas will have better information on which travelers would be most likely to visit their area. Second, and perhaps more importantly, it is possible for the analysis to produce a profile of the optimal destination area, taking into consideration all of the trade-offs the consumer utilizes.

A3-08-18

At One With Nature: Solidarities and Boundaries in Israeli Domestic Tourism

Tom Selwyn, Senior Lecturer, Department of Sociology, Roehampton Institute, London, U.K.

This paper is concerned with two aspects of tourism: interaction between tourists and environment, and the impact of the tourist experience on social relations. It focuses on "nature tourism" in Israel and argues that the relationships of Israelis both to the natural environment and to each other are significantly enhanced by such tourism. In this sense Israeli "nature tours" are truly "bridges of internal understanding." However, it is also argued that the heightened social solidarity and environmental awareness promoted by these tours is achieved partly by means of emphasizing boundaries which make bridges of "external" understanding more difficult. It is suggested that this case study is of more than local interest and that it raises issues of wider relevance to more general studies of tourism and peace.

A3-07-17

Can Tourism be a Vital Means of Promoting Regional Developments in a Country?: A Case Study of Minshuku-Mura in Happo, Nagano, Japan.

Kazuo Murakami, Assistant Professor of Tourism, Yokohama College of Commerce, Yokohama, Japan.

Japan and some other nations in Asia have attached importance to tourism as a most vital means of enhancing autonomy of their local communities. The autonomy can be achieved when the residents become conscious of importance of modernizing their old community life as well as improving their economic power. The old social life, however, is still fettered by traditional social norms, peculiar to them judging from our present-day point of view. In spite of economic advancement in those local communities, the old way-of-life still prevails in most of them. We have to delve into relations between the social norms and the local proprietors' business activities in tourism. Nevertheless, so far,little attention has been paid to defining impacts of tourism on the local social fabric. This paper discusses possible contributions of tourism to fostering regional developments in a country, drawing from our case study of such relations in a minshuku-mura type development in Happo ski-area, Hakubamura, Nagano, Japan.

A3-07-17

Future Prospect for the Pacific Rim: A Socio-Cultural Tourism Perspective

Frank Go, Ryerson Polytechnical Institute, Toronto.

By the year 2000, more than half the world's population will reside in the Pacific Rim. Against the background of the problems faced by developing nations, it is easy to underestimate the importance of tertiary sector activities such as leisure and tourism. International trade thrives on the existence of good transportation, communications, and accommodation facilities, which are also essential for the development of tourism. This paper analyzes the scope of Asia-Pacific travel relative to its stage in terms of tourism demand. It examines where visitors originating from Western nations travel to in the Asia-Pacific region, and offers recommendations to optimize the impact of tourism on and relationships with the host society. It also looks at the propensity of tourism both to solve and create socio-economic and ecological problems through appropriate new product development.

A3-07-17

Asia's Outbound Travel to North America, Europe and Oceania

Peter Leung, Managing Director, Trend Exhibition/Intertour EXPO, Hong Kong.

Ask most people in the travel industry "Which is the most important outbound travel market in Asia?" and most will almost certainly say, Japan. Yet Asia remains inscrutable because although that answer would be correct in terms of a crude number count, there is much more to know about the potential of the Asian source. In terms of percentage population moving, Hong Kong is the largest in the region (and possible in the world). Without counting China, the equivalent of close to 25% of the population takes an overseas trip each year. And if you want to add in China and neighboring Macau, the total runs to about 500%. Singapore is also around that level, at 20%. And from Japan itself, the potential is much greater than the figures currently being produced. Officials in the country now say that the total will reach 10 million outbound travellers in 1981.

For China to produce the 10 million travellers that is concentrating the minds of so many people in the case of the Japanese market, only 1% of the population would need to travel!

A3-07-17

Tourism and the Development of Small Indian and Pacific Ocean States: Comparisons with the Maldives,"

R. Sathiendrakumar, Department of Economics, Murdoch University, Australia 6150 and C.A. Tisdell, Department of Economics, University of Newcastle, Australia 2308.

Tourism is now a significant industry for the economic development of the Maldives which like many island developing states in the Indian and Pacific Ocean have few resources and opportunities for development. The paper outlines the impact which tourism has had on the economic development of the Maldives and compares and contrasts this with the tourist experiences and strategies of similar states in the Indo-Pacific Region, such as the Seychelles and Mauritius in the Indian Ocean and Fiji, Western Samoa, Vanuatu, Tonga and the Solomon Islands in the South Pacific Islands.

A3-08-18

The Development of Tourism Between Israel and its Arab Neighbours

Yehuda Shen, R. Bar-On, M. Blankstein, Micha Gidron, Jerusalem, Israel.

Joint tourism between Egypt, Jordan and Israel of residents of these countries and of pilgrims and other tourists from overseas represent unique examples of tourism as a vital force for peace. In 1987 75,000 Israelis visited Egypt, 5,400 Egyptians visited Israel and 125,000 tourists from overseas visited both. 65,000 Arabs visited Israel and its administered areas from Jordan and 35,000 from Egypt, and 344,000 residents of Israel and the territories visited Jordan, with 43,000 tourists from overseas visiting both.

The importance of Jerusalem, Nazareth and Bethlehem in tourism for these segments is discussed, as part of Israels tourism strategy and infra-structure development. Examples of tour programmes, statistics, and the benefits of such tourism are detailed, indicating the problems involved.

Tourism has also been developed with other Arab countries and with other countries which do not maintain diplomatic relations with Israel, including health treatment in Israel. Future possibilities and lessons for other countries are presented.

A3-08-18

Cultural Paradigms of Tourism Development: Saudi Arabia Initiatives

Abdul A. Al Khedheiri and Narayanan Edadan, Ministry of Municipal and Rural Affairs, Saudi Arabia.

P4-13-02

Tourism as a Factor of Change: A Cross-National/Inter-Cultural Comparison

Julian Bystrzanowski, Scientific Secretary, Vienna Centre, Austria.

P4-13-02

Respect: Key to Cross-Cultural Understanding

Dra. Regina G. Schluter, Centro de Investigaciones y Estudios Turisticos, Argentina.

P4-13-02

Tourism Development in Cuba — Its Economic, Social and Cultural Contributions

Rafael Sed Perez, Instituto Nacional de Turismo, Cuba.

This paper provides a brief panorama of the Cuban tourist industry and its economic, social and cultural contributions. Topics looked at include the changes that Cuban tourism has undergone since 1959; the contribution of tourism to establish bridges of communication and understanding with other nations, even those of different ideology from that of Cuba; the economic benefits of tourism for underdeveloped countries; domestic tourism in Cuba and its influence on the people's economic and social welfare.

P4-14-03

Travel as Addictive Therapy — Finding Peace Within

Myra Abrams, Agency International, U.S.A.

P4-14-03

Dachau Revisited: Tourism to the Memorial Site and Museum of the Former Concentration Camp

Rudi Hartmann, Dept. of Geography, University of Colorado, Boulder, U.S.A.

The Dachau memorial site and museum, which opened to the public in 1965, attracts over half a million visitors each year and has become the second most visited museum in the Munich Metropolitan Area. For the outside visitors it is a place to remember the opposition against and the victims of the Nazi Regime. The Dachau memorial site has seen many commemorating events and international meetings which were supposed to further international understanding and peace. For the local residents the memorial site represents a difficult heritage. Larger segments of the Dachau population consider it a continuous and unduly infliction upon the image of the city. Dachau, once the center of a distinct vernacular region in Upper Bavaria with a widely known artists' colony, has ever since been associated with the atrocities of the Nazi concentration camps. Plans to establish an international youth center and hostel in town have also been met with opposition and are still under discussion. Peace has yet to come to Dachau.

P4-14-03

The Travel Experience by Private Auto

Vladimir M. Kabes, Hon. Secretary General, Alliance internationale de tourisme, Geneva, Switzerland.

Recreational travel by private auto represents the majority of all tourist movements in large countries with a developed road network, like the United States, or on continents with a great number of inter-related states, like Europe.

The advantages of tourism by road are manifold. They enable the traveller to adjust his or her schedule to unforeseen circumstances, to break journey on the spur of the moment, to pay attention to newly discovered natural sites, to heed personal impulses that could not have been anticipated in the travel planning stage, and, last but not least, to practice human contacts and to develop friendships initiated by multiple encounters that could not materialize from any other mode of travel. While using his private car, the motorized tourist takes a part of his home with him, thus gaining added security and feeling less inhibited when coping with new and often unsettling experiences. Travel by private auto enhances tourism and underscores its peaceful mission.

P4-15-04

Maori Tourism: Task Force and Beyond

Dr. Bruce Young, Geography Department, Wilfrid Laurier University, Waterloo, Ontario, Canada.

New Zealand's Maori people and aspects of their distinctive culture (Maoritanga) have featured in the promotion of international tourism for more than a century. While the image and the stereotyping may have been commercially successful, they gave generated some concern and even bitterness amongst Maoris. This is one of the assertions in the Maori Tourism Task Force Report. Set up by the first Manaakitanga Hui in September 1985 in Rotorua, the four-member Task Force and its two co-opted members, held discussions and regional meetings and received submissions and proposals in 1986. It presented its seven-part report to the Ministers of Maori Affairs and Tourism in Wellington in 1987. This paper outlines and discusses the scope, findings and recommendations of the Report, and considers the significance and role of the Maori Tourism Association inaugurated in June 1988.

P4-15-04

Aboriginal Tourism in Australia's Northern Territory; or What Crocodile Dundee Forgot to Mention

Chris Burchett, Aboriginal Liaison Manager, Northern Territory Tourist Commission, Australia.

P4-15-04

First-Blush of the Longtime" (A Commentary-of-Care for the Unveiling of Australia's Dark Dreaming)

Keith Hollinshead, Graduate Assistant: Tourism, Texas A&M University, U.S.A.

It is becoming clear, during these years of unparalleled bounty for the Tourism industry in Australia, that one of the nation's richest distinctive advantages over other markets is the "sleeping" image and latent appeal of its Aboriginal people. In this vital Bicentenary Year it is important that due focus is placed on their story...on the dark "underside" of downunder. For 200 years or so the longtime inhabitants of the dry-continent have endured pain and suffering against overwhelming odds in terms of "superior" weapons and administrative order. Now they face a new challenge. The burgeoning growth of experiential travel offers to them new rights and new livelihoods. This paper asks that the market shapers who work with Aboriginal people conduct their work with care and understanding for mutual benefit. A number of empathetic propositions are drawn up that should indeed guide the presentation of the Dreamtime.

P4-16-05

Peace-Serving Value of Locally Resourceful/Heritage-Based Tourism; A 54-Year-Old Travel Non-Profit Founded to Serve Peace Redefines Mission

Herbert L. Hiller, National Board Member, American Youth Hostels, Inc., U.S.A.

Peaceful co-existence requires that populations effectively cycle local resources. Cultural development based on local resources can help locally define a sense of "the good life." Tourism ranges from widespread disregard to widespread regard for local culture. Insofar as tourism respects and draws on local culture for visitor experience, tourism can make a cultural as well as economic contribution to peace. Heritage-based tourism, therefore, has significant social purpose. Organized so that it satisfies leisure expectations, it can help predispose the marketplace toward a peace-inducing ethic. The paper describes how American Youth Hostels, Inc., is currently developing system-wide competence for interpreting local and regional diversity, and with what likely impact.

P4-16-05

Resident Opinion on the Effect of Tourism Development in Clear Lake

Turgut Var, Tae-Hee Lee, Texas A&M University, Karl M. Conrad, University of Houston, L. Senyay, Dokuz Eylul University

The purpose of this is to determine resident attitudes to the economic, socio-cultural, and ecological impacts of tourism development in Clear Lake in Texas. In Spring 1988, 122 questionnaires were obtained by a random sample of ninety-three residents in Clear Lake and twenty-nine students of University of Houston. The findings of this study are: respondents strongly agree that tourism provides many cultural benefits. To respondents the economic contribution of tourism outweighs the negative social impacts of tourism, but is not more important than the protection of environment. Overall, the respondents show positive attitude to the tourists from different origins. Tourism is not considered to result in the negative social impacts such as vandalism, prostitution, drugs, crime, and crowdings. The respondents have no difficulty in their living condition due to tourism. Compared with the other industries in Clear Lake area, however, tourism is considered to be in a lower important priority for Clear Lake economy.

P4-16-05

Impacts of Resource-Based Tourism on Rural Idaho Communities

C.C. Harris, T. Chavez & J. Scanlin, Moscow, ID.

Research was conducted to assess the socio-economic impacts of resource-based tourism on two Idaho communities. The research focused on Riggins and Orofino, Idaho--small towns in the heart of extensive forest and river recreation resources, whose economies have recently diversified from a timber base with recreation and tourism. One survey provided data on recreationists traveling through Riggins and obtained details on the characteristics of their trip, including their expenditures in the town; an estimated $3 million was spent in the summer and fall of 1986. With a second survey, analysis of the flow of these dollars through the community assessed the impacts of forest-based recreation and tourism activities on the Riggins economy. A third survey gathered information on the perceptions and attitudes of residents regarding the ramifications of resource-based tourism for future community stability, development and quality of life, and future directions for tourism development planning. A comparison of the attitudes of Riggins and Orofino residents found significant support for tourism from a majority of residents in both communities, although, in general, a more positive response was obtained from Riggins residents. The paper discusses the implications of these initial study findings for future tourism development planning for rural Idaho communities.

H4-19-07

Barrier-Free Environments

R. Fern, D. N. Henning and H. Monk, Ottawa, Canada.

This workshop will discuss issues related to people with physical disabilities; especially those issues related to buildings and urban environments which encourage the inclusion of disabled people in tourism activities. The number of disabled people is high and is increasing. The number of elderly people, many of whom have some mobility, agility, hearing or vision disability, is also increasing. Disabled people, like others have an interest in travelling and should be encouraged.

Many aspects of environmental design and construction can exclude disabled people. Many countries are making a serious effort to reduce or eliminate these barriers, making it much easier for people with disabilities to become travellers. All travellers can learn from the variety of design solutions found around the world and may be in a position to encourage similar solutions in their own country.

H4-19-07

Response to Special Needs for Travellers

Deborah Cousins, Freedom in Travelling (F.I.T.), Toronto, Canada.

H4-12-09

Historic Preservation: A Partner in Tourism

Sally G. Oldman, Vice President, National Trust for Historic Preservation, Washington, D.C.

Visiting historic sights and museums already ranks as the second or third most popular activity of tourists in the U.S. according to numerous surveys. As travelers become increasingly sophisticated and seek out authentic experiences of a region's culture, as represented by its cuisine, arts, architecture and landscape, the special ambience provided by diverse historic areas such as waterfronts, restored commercial districts, and small towns will also become increasingly important to those in the industry who want their own business to remain competitive.

Because of these trends, preservationists will constitute an increasingly important part of the "human infrastructure" for tourism development and management in the coming decade. This paper examines the contributions that preservation can already make in terms of identifying an area's unique assets, providing regulatory and financial mechanisms for protecting and enhancing those assets, and a wealth of cultural and historical information for promoting and interpreting them. It also addresses the need to channel a portion of the review generated by tourism development to the ongoing protection of those natural and historic resources that attract people to a region -- and to educate residents to take pride in those resources.

H4-12-09

Heritage Resources as a Source of Positive Exchange

Jim Mountain, Heritage Canada Foundation, Ottawa, Canada.

Canada's heritage is distinctive and diverse. It consists of a unique natural environment, varied from region to region; cultural resources of what people have built from time immemorial to the present; and people — their cultural origins, traditions and livelihoods. Our heritage is all-encompassing.

Heritage Canada, a national, non-profit corporation, is developing a regional heritage tourism programme which allows the residents of Canada's regions to take charge of developing the kind of tourism they desire. Residents identify local heritage resources, develop means to care for and enhance them as attractions, and ultimately share what they have with visitors. What materializes is a positive exchange between locals and visitors, and a deeper understanding and respect between those who participate in the exchange. This approach is currently being piloted in British Columbia and Ontario.

H4-12-09

Tourism and the Environment — Keeping the Balance

Michael Frome, Writer, Activist and Educator, U.S.A.

H4-11-10

The Theory and Management of Tourism Impacts

Preister, Kevin, Department of Anthropology, University of California, Davis, CA. U.S.A. 95616

For both domestic and international locations, the literature reports some common findings related to social and economic effects of tourism development in rural areas. These are briefly reviewed and the styles of management used to respond to these effects area analyzed. I outline a theory of how impacts should be handled given certain premises from the social sciences about human communication and organization. I cite my own research, and the research of a few others, to show how impacts have been managed in some cases in a way which minimizes human and financial costs. I argue that tourism, rather than being promoted to such a scale that it drives out other economic activity, could instead be integrated with existing activity in a way that enhances all sectors, balances wage rates, and keeps the growth of tourism at a level people can manage.

H4-11-10

Rural Tourism Promotion

Tiffany Bousseloub, Assistant to the Director, California Office of Tourism, U.S.A.

Rural tourism promotion is a key element of state economic development policy in California. Rural regions look to tourism to offset declines in primary industries such as timber and fishing and to provide a tax base to support increasing numbers of retirees.

The prospects are encouraging. With the homogenization of our cities nationwide, rural areas have growing appeal to urban dwellers.

This paper discusses ways rural destinations can develop and promote tourism resources which are special and unique while preserving rural quality of life. A suggested approach to storytelling as a visitor activity is presented.

H4-11-10

Strategies for Sustainable Tourism Development in Rural Communities: A Look At France and the United States

William J. McLaughlin, Ph.D.; Charles C. Harris, Ph.D.; and Sharon E. Timko, Department of Wildland Recreation Management, University of Idaho, Moscow, Idaho

What are the characteristics of rural communities, peoples, and regions that are likely to impede or enhance the development and implementation of sustainable tourism strategies? What is the relative importance of social, cultural, political, and economic traditions in the process of successfully implementing rural tourism development strategies? Finally, what type of aid and information can planners offer rural populations that wish to use tourism as a means of economic development?

We explored these questions using a case study approach. We compare rural Idaho, a state in the Western United States, and rural France. Data were collected during 1986 and 1987, using two methods of survey research, face-to-face interviews and mail questionnaires.

Our analysis yields a number of conclusions that address the importance of focusing on tourism as an agent of social change and stability, differentiating sustainable versus boom-and-bust rural tourism development strategies, effectively defining the tourism product, and asserting the role of local and regional initiation, direction, and control.

H4-11-10

Tourism in a Rural Area: A Coal Mining County Experience

Kye-Sung Chon and Michael R. Evans, Department of HRIM, Virginia Polytechnic Institute and State University, Blacksburg, VA, U.S.A.

Many rural communities pursue tourism development in an effort to enhance the areas' economy. The purpose of this paper is to discuss the issues associated with the development of rural community tourism through a case study of an economically depressed rural coal mining country in the state of Virginia, U.S.A. The study method included focus group study, content analysis and visitor surveys. The lack of community support in resources development, residents' negative attitudes toward tourism development and tourism resource potentials, and the lack of research base on which tourism developmental and promotional efforts could be made were noted as major issues associated with tourism development in the rural community.

H4-10-11

Existing and Potential Border Parks in Canada and the United States

Charles Odegaard, United States National Park Service, Seattle, U.S.A.

H4-10-11

Science and Nature Tourism in Tropical American Forest Areas: A Sustainable and Peaceful use of a Vanishing Resource

Gerardo Budowski, Director, Natural Resources, University for Peace, Costa Rica.

With disappearing tropical forest resources, there will be more demand on remaining protected areas. Experience in Costa Rica shows that considerable benefits can be derived by organizing careful use for scientific research as well as selected tourists. However, abuses are also common and a code of ethics for which some proposals are made, appears essential at the planning stage. It is also important to make arrangements for local groups to properly "exploit" such resources with emphasis on training local guides and reaching decision makers for implementation of adequate policies, promotions and action plans. Some Latin American case studies are examined and proposals for action plans area advanced.

H4-10-11

International Parks for Peace

Richard J. McNeil, Cornell University, Ithaca, U.S.A.

H4-10-11

La Ruta Maya: A Multi-National Eco-Cultural Tourism Circuit in the Maya Region

Wilbur E. Garrett, Editor, National Geographic Magazine, Washington, DC 20036, U.S.A.

Hector Ceballos-Lascurain, Ecological Tourism Consultant and Program Director of LA RUTA MAYA. Camino al Ajusco 551. Tepepan, Xochimilco. 16020 Mexico, DF, Mexico.

Few regions in the World so rich in cultural, ecological and recreational attractions remain so sheltered from visitors as the Maya region of Mexico, Belize, Guatemala and Honduras. Hundreds of archaeological sites, Spanish colonial architecture, marvelous tropical forests teeming with wildlife, miles of pristine beaches, excellent snorkeling and villages of great charm, where excellent handicrafts abound, make this one of the World's richest travel destinations. As international attention focuses on the New World during the quincentennial of Columbus's Discover, no other area so symbolizes the wonders of the land he encountered 500 years ago. This article describes the preliminary activities that are being carried out for creating and promoting a 4-nation eco-cultural tourism circuit. These activities include identification and classification of ecological and cultural tourism attractions, a survey and analysis of the present offer and demand of tourism services and recommendations and guidelines for the development of La Ruta Maya.

B4-10-12

International Tourism: Getting to Know the Stranger

Koozma J. Tarasoff, Ottawa, Canada.

Conflict between paradigms, especially between the Soviet Union and the West, has brought the world to the brink of disaster. To prevent a global holocaust and bring about a workable cooperative relationship, international tourism can help transform tribal rivalries into friendly bridge-building co-habitants of planet earth. This process of cross-cultural understanding and trust can be facilitated through accelerated direct individual and group travel when its participants prepare themselves with a sense of curiosity, when they accept the risk of travel, become culturally literate, treat the stranger as an equal, build rapport through language skills, have a friendly disposition to the stranger, suspend one's judgement, be creative, and commit themselves to enjoy the journey into the unknown. This paper discusses some of the door-openers needed for sensitive international travelers, and presents several successful models for group travel.

B4-10-12

Reducing Cultural Barriers through Travel — Latin America, Africa and Asia

Catherine A. Smith, President, Explorer's Research, 203 Madison Avenue, Toronto, Ontario, Canada

With increased leisure time, improvements in world transportation and heightened global awareness, interest has surged in visiting the far corners of the world. The countries of the developing world have much to offer in terms of Geography, History, Archaeology, Biology and Culture. The benefits of visiting Asia, Africa and Latin America are immense to the visitor and to the hose. This article brings to light some of these benefits and provides some insight on preserving the heritage of the host people and their sites.

B4-10-12

It Really Works: A Social-Cultural Analysis of the Peaceful Result of Tourism

Bulent Himmetoglu, Tugev, Istanbul, Turkey.

Tourism is a vital and inevitable force for peace. Selected case examples, taken from different areas in Turkey are living proofs of this conclusion. This paper initially points out the social-cultural differences between local inhabitants and foreign visitors. It next focuses on the impacts of tourism education on the attitudinal profiles towards foreign visitors, and finally presents a case example showing how tourism as a vital force for peace can really work. Conclusions are derived from field research conducted through interviews and social attitudes surveys at various tourist areas on the southern coast of Turkey.

B4-10-12

Enhancing Social-Cultural Interaction Through Development of Travel Packages

Tabacchi, Mary, Ph.D., and Laitamaki, Jukka, Ph.D. Candidate, Cornell University, School of Hotel Administration

The purpose of our research was to study the needs and desires of Americans who are interested in social-cultural aspects of travel in this case, to Finland. This qualitative research was conducted by using the focus group method. After identifying four market segments who were interested in social-cultural travel, the travel packages were specifically designed and tested for each market segment.

To encourage discussion regarding inter-cultural travel to Finland we provided background information on this country, emphasizing its uniqueness as a cultural crossroad between East and West. A video tape and personal experiences showing Finnish people, food, history, natural and scenic beauty were used to initiate the discussions. Slides depicting activities available to the traveler were shown.

The research process by which social-cultural travel packages can be designed will be reported together with key findings.

B4-11-13

Student Academic Exchanges and Joint Excursions: A Global Need

Frederick M. Helleiner, Trent University, Peterborough, Canada.

The benefits of a student academic excursion to a different cultural or physical milieu can be greatly enhanced by integrating students and instructors from the host environment into the learning activities of the visitors. This can be done by arranging invitations to participate in lectures, tutorials, seminars, laboratory sessions, or other classroom situations or by arranging joint field trips in either the host environment or an environment that is unfamiliar to both host and visiting students. A convenient format for such activities is a reciprocal arrangement, which provides equal benefits to both groups. The mechanisms for facilitating such exchanges are in place within certain nations, but to only a limited degree international. The benefits of developing global student exchanges more than justify overcoming the institutional barriers.

B4-11-13

Modeling international Exchange through coordinated Public and Private Programs in a Small University Community

Margaret B. Swain, Department of Anthropology, University of California, Davis, U.S.A.

International exchange programs which draw from university, local government, and private sectors are coordinated through intersecting resources in Davis, California. The enriching crossties contribute to a community which thrives on people to people diplomacy. An overview of these programs forms a model for other university communities. The private, non-profit I House provides resources and programs for international scholars and students in conjunction with University programs; hosts other visiting exchange groups; and, holds community educational and social events. Davis has a decent program for hosting official international visitors and is active in Sister Cities International with ties to Russia and China. Other organizations including churches, school programs and peace groups such as Beyond War are also active in promoting world peace through international understanding at the grass-roots level: the common denominator in all of these efforts.

B4-18-PB

The Interplay Between Sports and Tourism

Salah E.A. Wahab, University of Helwan School of Tourism and Hotel Management, Cairo, Egypt.

There is an intimate interplay between sports and tourism. Sports has become an important type of active tourism, thus contributing to the enhancement of the tourist traffic in the world. Tourist resorts have recently become well-equipped with many sportive facilities in view of satisfying the growing needs of the general tourist public to engage in sportive activities. Sports competitions and sportive mega events such as the Olympics have become great tools of tourist promotion to destinations with or without a traditional tourist background.

The trend for the last decade has been towards active tourism. Thus any harmonious long-term programme for leisure and tourism activation and development calls for a new philosophy of recreation, sports and tourism.

B4-18-PB

Historical/Heritage Festivals: Learning Through Cultural Exchanges in Music, Dance and Athletics (A Special Look at Scottish Highland Games)

Stephen G. Avery, International Sales Manager, Yankee Publishing Inc., Dublin N.H., U.S.A.

The Scots, like no other race in history, have spread their culture and traditions to the four corners of the world. Scottish Festivals and Highland Games are in such abundance worldwide that the bridges of such traditions tend to expand participation to all races, colors and creeds. There seems to be no other ethnic group that has put together such a comprehensive package, displaying athletic prowess, singing, dancing, customs, dress and food, than the Scots. This article discusses in detail the aspects of this phenomena and its ability to attract peoples of all cultures to join and understand some of these time honored practices.

B4-18-PB

Hallmark Recreation Events: Cultural Common Bonding

Steve Illum, Southwest Missouri State University, Springfield, Missouri, USA.

The expatriate community is staged with its cluster of social norms and temporary sharing of common interest by the occurrence of hallmark recreation events. Tourists join together in a "kinship" system of inner- and cross-cultural common bonding to become one force for world peace.

A4-12-16

Tourism Development in Harmony with Tradition, Culture and Environment — A Case Study of Hana Ranch Lands Development

Robert D. Zimmer, Rosewood Seiyo International, Inc., Dallas, U.S.A.

A4-12-16

Justice in Tourism in the South Pacific

Marie Louise Russell, Justice in Tourism Project, New Zealand Coalition for Trade and Development, Wellington, New Zealand.

A4-10-17

Training and Management Development in Third World Countries

Maureen McKenna and Bonnie Farber, Cornell University, Ithaca, U.S.A.

Recently there has been an increasing tendency for developing nations to seek assistance from external sources in developing their tourism/hospitality training programs. Requests originate from many different sources within developing nations: government agencies, educational institutions, corporate training departments and even individuals seeking professional development. Recognizing that these multiple request for training support extend beyond the individual institutions and in fact represent a regional training need, we propose a mode that allows any external supplier to maximize its assistance to a developing country.

The model proposed is based on the concept of train the trainer whereby the host country maintains control of the educational experience. Effective implementation of the model requires coordinated effort with national support in goal setting and development of action plans.

A4--10-17

Tourism: A Vital Force for Peace — a third-world viewpoint

Derrick Mendis, S.J., Sri Lanka.

Tourism undoubtedly has a great potential for promoting peace among peoples. But in third-world countries, this potential is seldom realized. On analysis, third-world tourism is seen to be unjust, exploitive and non-participatory, causing harm to the people, culture and environments of host countries. If Tourism is to be a vital force for peace in third-world countries, it needs to be revamped along lines geared to the enhancing of its positive values and diminishing its negative impacts. This paper proposes some lines of action. Creation of awareness of problems caused by Tourism in third-world countries. Education of both hosts and guests in Tourism's good and ill effects. Formation of networks of concerned groups in both sending and receiving countries to combat evils of Tourism and promote peace and understanding among people.

A4-10-17

Tourism Product Development in Tibet

Eric Laws, North East London Polytechnic, London, England.

Until very recently Tibet remained a medieval theocracy isolated behind great mountains and high deserts, visited by a few expeditions and explorers. From 1951, its people endured the increasingly harsh rule of military governors until religious, cultural and political freedom was restored by Deng Xioping's government.

In 1987 some 35,000 tourists visited Tibet, and now the authorities regard tourism as important in their strategies to attain the four modernizations of industry, agriculture, defense and technology. Tourists bring new values to Tibet as well as foreign currency, and speed the move towards decentralization. Slides taken by the author illustrate the many attractions of Tibet, and highlight some of the challenges facing a new industry taking root in its ancient culture.

Topics considered in the paper include the growing role planned for tourism in Tibet, and the opportunities for local enterprise and for collaborative ventures arising from tourism. A case study of the flagship Lhasa Hotel examines the staffing implications of the completely new concept of a service sector in Tibet. Tourists' experiences in reaching Lhasa by road or air are examined and weaknesses in Tibet's tourism industry are identified.

A4-10-17

Tourism — A Question of Quality

Nuno Rocha, Editor of "Tempo" — Lisbon, Portugal.

When stress prevails in our times, tourism becomes a factor of tranquility which is essential to the real understanding of trouble.

Without peace of mind, clearness is impossible,and without clearness we can't find equitable issues on the troubles between individuals and nations. Portugal is a small country of 10 million people and during 1987 received 16 million tourists from several countries. With a deficit on trade balance of $3040 million per year, Portugal reached its "economic peace" through tourism revenues equivalent to $2.2 billion in the same year.

Due to inadequate tourist regulations, my country already has a low quality of tourism. Workers from hotels and travel agencies are not committed to gain a real professional background in this matter.

If the sanitary quality of a country can be measured by the number of physicians per inhabitant, the tourism quality should be measured by the number of people chartered with tourism curricula per 1,000 tourists.

A4-11-18

Information of Theory of Travel

Cord D. Hansen-Sturm, New School for Social Research, New York, U.S.A.

A4-11-18

The Year 2000, A Year Without Terrorism

John Marenic, Vice President, Design, Terrorism Research, U.S.A.

Tourisms future is developing a momentum which even international terrorism can not stop. With the ever growing standard of living in third world nations, international terrorists are loosing their leverage. Since the increase of travel, passports and visas international terrorists risk becoming victims of their own creations. The following research will show, by the year 2,000, the tourism industry will be free of almost all forms of international terrorism and the world have reached global peace from international terrorists through the tourism industry.

A4-11-18

Civil Aviation, Hijacking and International Terrorism — An Historical and Legal Review

Humphrey G. Dawson, Stafford Clark and Co., London, U.K.

P5-17-02

Tourism, Peace, and the Classical Disputation

Graham M. S. Dann, Department of Government and Sociology University of the West Indies, Barbados, W.I.

The proposition that tourism is a vital force for peace becomes understood more clearly when the arguments for and against are examined within the framework of a scholastic disputation. Seven adversary positions are put forward, investigated and refuted. The rebutted claims include: tourism as a form of imperialism, tourism as capitalist exploitation, tourism as unequal encounters, tourism as fantasy, tourism as sexual fantasy, tourism as political fantasy, and tourism as religious fantasy. The debated issues provide a general context for the Conference agenda.

P5-17-02

Destination Choice Behavior of Japanese International Tourists

Nicole Lemire, Research Associate and Tae H. Oum, Associate Professor, University of British Columbia, Canada.

While the international tourism by Japanese nationals is certain to grow rapidly in the future, currently Canada is not even one of the top ten destinations for Japanese tourists. Their top 10 destinations are the U.S. (if we exclude Hawaii and Guam, the mainland U.S. will barely make the 10th spot), South Korea, Hong Kong, Taiwan, West Germany, China, France, Singapore, Italy and Switzerland. The need to attract more Japanese tourists to Canada is obvious. This can be done only by understanding how Japanese tourists choose their destination.

In this study, then, we investigate the factors influencing destination choice by various demographic and economic segments of Japanese international tourists.

This research will help Canadian government and tourism industries design their tourism policies and strategies to increase attractiveness of Canada as a Japanese tourist destination.

P5-17-02

Perceptual Differences of Japanese and North American tourists Visiting Hawaii

Turgut Var, TTRIP Coordinator, Department of Recreation and Parks, Texas A & M University, College Station, TX

The objective of this study is to find whether there are any significant perceptual differences about Hawaii's attractiveness between Japanese and North American tourists. The study was carried in two stages: (a) perceptions before arrival and (b) perceptions after the trip completed. A Japanese and English questionnaire was distributed to the respective groups and respondents were asked to rate 20 variables of Hawaii's attractiveness on a 0 to 10 scale and give some demographic data. A total of 280 questionnaires were distributed to four groups: Japanese and North American visitors who have just arrived and those who have completed their visits. The response rate was 75 percent after eliminating the incomplete responses.

The results indicate that there are significant differences between Japanese and North American tourist expectations and satisfactions. These differences require careful marketing and advertising strategies in order to sustain Hawaii's tourism growth.

P5-18-03

Tourism, World Religions, and Peace

Wayne Nelles, Coordinator General — Centennial Parliament of Religions (Vancouver, 1993), and PhD Candidate (U.B.C.) specializing in History of International Education.

Religious activity plays a key role in international tourism. Global peace can be enhanced through an appreciation of recent historical developments in the international religious/spiritual community, and a greater awareness by those in the tourist industry, of the special interests/goals/needs of those clients.

This paper/discussion will briefly focus on: 1) religious/spiritual motives for travel, especially peace and educational concerns; 2) international conferences and organizations; 3) facilitating options guest-host and community relations/communications; 4) historical developments in the ecumenical/interfaith/multicultural movement(s) affecting international travel; 5) projections of future trends affecting the tourist industry.

P5-18-03

The Relationship Between Escape as a Motivation for Travel and Cultural Receptivity

Robert Fisher and Linda L. Price, University of Colorado, Boulder, Colorado

An increasing proportion of international vacation travel is based on the desire to escape the stresses of daily life. Empirical research demonstrates that when vacation travel is motivated by escape, vacationers are less receptive and tolerant of the destination culture. Traveller experience with the culture and desired degree of vacation structure moderate the relationship between motivations and cultural receptivity.

P5-18-03

Buddhist Tourism in Northern India and World Peace

S. C. Bagri, Dept. of Tourism, University of Garhwal, Srinagar (Garhwal), U.P., India.

India, a veritable wonderland for saints and sages, holds the most prestigious position in the field of pilgrimage. Various sacred places celebrating a host of religions spread across India and attract millions of people from far and wide. India is thus a meeting ground of many religions, each of which contributes richly to its cultural heritage. However, the birth of Buddha was an epoch-making event in the history of the country. His enlightenment proved a beacon light not only for the teeming millions of India but to humanity at large. His religion crossed all geographical barriers to eventually become the national religion of south-east Asia and far east. Today pilgrims continue to visit Buddha's sacred haunts for sightseeing purposes but also to pursue enlightenment along the path of peace and prosperity. This paper discusses some of the salient features of Buddhist tourism in Northern India besides focusing on its importance for world peace.

P5-19-04

Fostering the Host Attitude and the Survival of the World's Indigenous Peoples

E.J. Cooke and H. Green, Hospitality Administration, British Columbia Institute of Technology, Burnaby, Canada.

The spirit of giving and sharing is often sacred among the indigenous First nations of the world. The North American Indian, the Maori, the Hawaiian, the Mayan and many others have held in trust, for all mankind, their culture and traditions. Having barely survived the huge cultural storm of Western progress and industrialization the peoples of the First Nations are now prepared to venture out again to plant new seeds that will nurture their way of life into the Twenty First Century.

Like the farmer who needs the rain but can be swept away by the flood, the tourism hosts of the First Nations can share the art, culture and traditions but must guard against being "consumed" in a world of "Tourism Consumers."

P5-19-04

A Comparison of Indigenous Tourism Development in Panama and Yunnan, China

Margaret B. Swain, Department of Anthropology, University of California, Davis, U.S.A.

"Indigenous" tourism development, based on an ethnic group's territory and cultural identity, is a distinct type of tourism when controlled from within by the group. This form of development as seen among the San Blas Kuna of Panama is an alternative for many nations addressing questions of cultural pluralism or integration of minority peoples. In Yunnan, China, numerous ethnic groups living in semi-autonomous regions are becoming accessible to tourists who create a market for ethnic services and souvenirs. A comparison of Kuna indigenous tourism to evolving ethnic tourism in Yunnan defines common characteristics despite differences in national size and political systems. Balance between national and ethnic group control may lead to tourism development which promotes group solidarity while contributing to the national economy and intercultural understanding.

P5-19-04

Chief Man-Of-Many-Sides, John Murray Gibbon: The Arts, Tourism, & The CPR

Gary B. Kines, M.A., Institute of Canadian Studies, Carleton University, Ottawa, Canada

As General Publicity Agent for the Canadian Pacific Railway (CPR), John Murray Gibbon served the cause of peace in Canada and, indirectly, the world by developing recreational tourism, ethnic folk festivals, literature, art and music, and a general awareness of Canada's cultural pluralism, between 1920 and 1950, as an extension of his own desire for universal harmony. An Oxford graduate; author (including The Canadian Mosaic (1938)); founding president, Canadian Authors Association; founder, Trail Riders and Skyline Hikers of the Canadian Rockies; organizer of at least 16 ethnic folk music festivals across Canada; and honorary chief of the Stony Indians, Gibbon's humanistic approach to cultural tourism and the arts in this country was guided by a desire for the peaceful coexistence of culturally diverse peoples. This paper examines Gibbon's multidisciplinary role in providing corporate sponsorship for the arts in the name of tourism and national unity, making his story applicable to several different streams of historical and cultural tourism research.

P5-20-05

Le Tourisme international dans le discours de l'Autre

Marie-Francoise LANFANT, Directeur de Recherche au Centre National de la Recherche Scientifique, (CNRS). URESTI, Unité de Recherche en Sociologie du Tourisme International, Paris, FRANCE

Comme nous l'avons montré ailleurs, le tourisme international participe d'un "système économique mondial" en formation. Considéré comme un outil de développement des pays du Tiers Monde et des régions en déclin des pays developpés, it devient un lieu d'interactions entre des univers que le discours social oppose de manière significative: les mondes industriels et sous-developpés; le rural et l'urbain; les traditions et les mentalites post-moderness les peuples du midi et ceux du nord, etc.

L'URESTI analyse simultanément au Centre et à la périphérie les discours referent au tourisme international en tant que ceux-ci revèlent les processus dialogiques à l'oeuvre dans l'épaisseur du social et elle s'efforce de décrire les enjeux de ces discours dans le débat sur "le nouvel ordre économique mondial."

P5-20-05

Tourisme et Paix

Claude Moulin, Université d'Ottawa

Cette communication est une réflexion sur les rapports entre le tourisme et la paix. L'auteur analyse le tourisme actuel notant son manque de qualité et ses faibles possibilités de rencontre reelle entre le visiteur et le visité due à une inégalité frappante et à une bascule de l'effort du camp des visiteurs à celui des visités, regrettant l'absence de qualités de base à posséder de part et d'autre. Cependant un espoir apparaît car on assiste à une sensibilisation plus marquée au patrimoine culturel et naturel, à une valorisation des pratiques culturelles et souhaitons-le à "l'Autre tourisme" qui favoriserait et accroîtrait le lien entre préservation du patrimoine et société culturelle. L'Autre tourisme est communication au sens profond du terme si nous le reconnaissons et savons l'utiliser pour accéder à une forme de développement au niveau personnel et sociétal qui favorise la créativité, la réponse à des solutions et l'entente entre tous. Dans sa forme actuelle le tourisme n'est pas instrument de paix. L'Autre tourisme est ferment du maintien de l'entente cordiale, de la communication réelle et de la paix dans la mesure où les individus obtiennent la chance d'échanger véritablement dans un climat d'égalité, de respect et de dignité. Ceci implique une révision drastique de notre approche du tourisme, la création de nouvelles stratégies afin de permettre le développement de l'Autre tourisme.

H5-20-07

Civil Aviation and Air Transportation in the Development of Tourism in Third World Countries

Ambassador Juan Garland, Representative of Peru to the Council of the International Civil Aviation Organization, Lima, Peru.

The most attractive and desirable destinations for tourists in third world countries are usually located far from urban centres. In those countries the construction of highways and railways are practically impossible due to their difficult topography such as their high peaks, extensive desserts and entangled jungles therefore, it is essential to develop an aerial infrastructure which will increase the growth of the country as well as facilitate the displacement of tourists.

H5-20-07

The Hypersonic "Orient Express" A 21st Century Technology Force for Peace and Tourism

Richard D. Wood, Palo Alto, California, U.S.A.

The Ability to reach any point on the planet earth in less than two hours will have real impact on our ability to promote and preserve peace. Technology has no bias, it can and must be used to provide social and economic benefits for all citizens of the earth.

H5-20-07

Alaska Highway — Highway to Friendship

Don Marshall, Project 92, Fort St. John; and Judy Painchaud, Dawson Creek Tourist Information Bureau, Dawson Creek, Canada

H5-15-09

The Polynesian Cultural Center -- A Multi-Cultural Theme Park Experience

Gerald V. Bohnet, BYU-Hawaii, Laie, HI, U.S.A.

Founded 25 years ago, the Polynesian Cultural Center (PCC) has prospered in both quality of setting and quantity of visitors to the point of becoming the number one paid tourist attraction in the state of Hawaii. Indigenous to its success has been its ongoing efforts to present the cultures of Polynesia in an authentic, informative, and entertaining way by using young men and women from throughout the Pacific who are attending university at adjacent BYU-Hawaii. The presence of these young people from throughout the Pacific and from numerous other foreign countries, all mixed together in a harmonious working environment, is a tribute to the leaders of both PCC and BYU-Hawaii. Over one million tourists a year have taken the opportunity to enjoy these many cultures by observing the peaceful interactions of the students in a theme park environment.

H5-15-09

Project Utopia — Creating Global Harmony Through the World's Largest Tourism Project

Gunnar Tennis, Sitara Foundation, Don Mills, Canada.

H5-15-09

Future Role of Theme Parks in International Tourism

Steven E. Spickard and Clive B. Jones, Economics Research Associates, San Francisco, CA, USA

Worldwide, the market for theme parks continues to grow. Different parts of the world, however, are in different stages in the theme park "product life cycle." The U.S. market is now saturated with theme parks and reached its peak in the cycle about 10 years ago. Europe still has 5 to 10 years before reaching its peak, and the developing countries have 20 years of theme park development potential ahead.

For maximum impact on tourism markets, theme parks and their environs must incorporate several features, including uniqueness, a critical mass of attractions, a combination of high technology with human scale, design conducive to television, and complementing leisure activities within the region.

From ERA's consulting practice, several trends have been identified in how theme parks are likely to evolve as a component of international tourism. New parks will have themes more strongly tied to the country or local region, and will be part of larger mixed-use destination projects. New designs will allow for greater visitor participation, will incorporate more water features, and will be designed for all weather operation.

H5-14-10

Tourism as a Force for Peace: The Local Picture

Peter E. Murphy, Department of Geography, University of Victoria, B.C., Canada

A growing concern of tourism development, especially in the more popular destinations, is the tolerance levels of local residents for this activity. Early writings on the subject suggested applying a social carrying capacity concept. But experience has shown its practical application is difficult. This paper proposes that the applied side of the concept be approached via a community workshop format that brings together various sectors of local areas at an early stage in the development process. Workshops designed to provide a quick start beginning to a broader based community approach to tourism have proven successful in several British Columbia situations and are recommended for wider application.

H5-14-10

Future Trends in Social Demographics as Facilitators and Inhibitors for Tourism Planning

Dr. Donald G. Reid, University School of Rural Planning and Development, University of Guelph, Guelph, Ontario, Canada

The Tourism infrastructure will need to be built not simply for the needs of today, but also for the needs of future societies. Futurists are attempting to outline those changing demographic patterns. How can those projections be utilized in planning? This paper will not only attempt to outline the most profound socio-demographic changes that are likely to occur, but to analyze how planning for tourism development can incorporate and utilize those projections.

H5-14-10

The Form Function of Inner Cities

Myriam Jansen-Verbeke, Dutch Scientific Institute for Tourism, Breda, Netherlands

Since ancient history, inner cities have developed the role of a meeting place for a wide kaleidoscope of visitors. This pattern of social contact is now being regarded as an important recreation and tourism resource of this specific man-made environment. Trends towards a re-appraisal of informal urban leisure and the role of public urban spaces can be explained by current social trends. However, the interaction of people in the perspective of a leisure and touristic experience is conditioned by a number of factors; the physical characteristics of the urban environment and the social characteristics of patterns of use and users. Current planning views in the Netherlands tend to accentuate the touristic and leisure resources of urban public space, especially in historical inner cities. In general this trend has a positive effect on the "forum" function of inner cities, but in some cases it can be a cause of conflict. Both issues need to be balanced.

H5-13-11

Alternative Forms of Responsible Tourism in Coastal Areas

Luciano, Minerbi, Honolulu, Hawaii, USA

Study of alternative forms of responsible tourism in coastal areas (AFRT) which are community supported, enhance local cultural values, are small scale and locally owned, retain income in the community, use collaborative marketing approaches, minimize crime and land speculation, use local good and services, and establish equitable relations between visitors and residents.

AFRT has a role in the diversification and adaptation of the tourism sector in Hawaii. There is a need to determine how: (a) large scale resorts can improve their local hiring practices, (b) ancillary activities can provide entrepreneurial outlets to residents, (c) small scale hotels and village accommodations can serve a segment of the visitor population and (d) improved relations between traveller and host can enhance the human and environmental ecology of coastal areas.

This study has implications for other coastal states and Pacific island communities that seek economic development consistent with local values.

H5-13-11

Tourism — A Tool for Developing Hostile Arid Regions

Pinchas Kahana, U.T.E.P., University of Michigan, U.S.A.

The development of tourism and recreation has considerable promise for arid regions which are sparsely populated. Although there are limitations to other forms of economic development (i.e. agriculture and industry) within arid regions, these same limitations can be considered assets for the development of tourism. Large quantities of water and cross-regional highways are not needed for tourism. Whereas industry and agriculture need to be located near markets, tourism and recreation don't have these requirements. Arid regions used for tourism and recreation present opportunities to explore unique environments and experience nature. There is increasing interest by people in all parts of the world, particularly in highly industrialized urban areas, for exotic attractions, far from the populated centers.

This article examines the process of transforming a hostile arid region in southern Israel into an attractive setting for tourism. Implications of such development for regional co-operation are explored.

H5-13-11

Trail of the Great Bear: A Model

Beth Russell, Concept Designer, Trail of the Great Bear Tourist Society, Waterton, Alberta, Canada

Trail of the Great Bear proposes to designate an international scenic corridor along the Rocky Mountains, linking the world's first national park, international peace park, and Canadian national park (Yellowstone, Waterton-Glacier, and Banff). This link, combines existing and emerging cultural, historical, and recreational attractions and communities along the route to create a major new North American touring destination.

Trail of the Great Bear will serve as model to promote the appropriate relationship of a tourism industry based on the natural environment. This model will illustrate the economic sustainability of that industry while furthering an appreciation of the Rocky Mountain ecosystems and the understanding of the national park designation.

B5-13-12

Tourism as a Perceived Force for Peace

Lorin K. Toepper, Assistant Professor, Johnson & Wales College, Providence, Rhode Island, U.S.A., and Timothy J. Tyrrell, Associate Professor, University of Rhode Island, Kingston, Rhode Island, U.S.A.

Associative policies encouraging international tourism provide the community of man with th opportunity to strive for world peace. This paper discusses the claim that tourism can be such a vital force for peace. College students at six universities and colleges located in the U.S.A. and Canada were surveyed to assess their attitudes about a list of factors contributing to world peace as well as assessing the relative importance of tourism in this list. The paper does not examine whether or not tourism influences peace but rather whether students have been educated to believe so and how tourism majors believe differently from other majors.

B5-13-12

Modification of Tourist Destination Image and Tourist Perceptions Through Travel Experiences

Kye-Sung Chon, Department of HRIM, Virginia Polytechnic Institute & State University, Blacksburg, VA 24061, USA

An individual's travel related behavior is well conceptualized by a model presented by Gunn (1972). The model suggests that an individual's travel behavior can be explained through a seven-phase activity, consisting of

(1) accumulation of mental images about travel experiences; (2) modification of those images by further information; (3) decision to take a trip; (4) travel to the destination; (5) participation at the destination; (6) return travel; and (7) new accumulation of images based on the experience. This paper, using the traveler behavior model presented by Gunn in conjunction with an empirical analysis of American tourists travelling overseas, examines how the tourist destination image and tourist perceptions are modified and enhanced through travel to that destination.

B5-13-12

International Understanding and the Motivation of Novelty: Problems and Policy Implications

Dennis Harcketts, Tourism Consultant Falls Church, VA, U.S.A.

For tourism to increase international understanding on a broad scale, policymakers should consider relevant tourist motivations. A central motivation for many international tourists is novelty: both change from one's home environment and within the trip itself. This article presents various interrelationships between tourist desire for novelty and the policy goal of international understanding. These can often conflict: for instance, tourist preference for the unusual can work against obtaining a representative view; extended home visits can frustrate some tourists' craving for visual stimulation. On the positive side, in certain ways the novelty motivation and international understanding tend to support each other, while in other ways they can either conflict or be supportive depending on how policies are implemented. Hence this article also considers the implementation of specific educational and programming policies to minimize conflicts while maximizing mutual supportive possibilities that are identified.

B15-13-12

Developing a Strong Tourism Industry Which Will Become a Solid Foundation for Peace

Stephen J. Letts, 6512 109B Avenue, Edmonton, Alberta, Canada, T6A 1S8

Overall development is needed for the Tourism Industry in Canada, such as improvement of education and on the job training. As well, better promotion of the industry as a viable profession. Then maybe it can be a vital force in peace development in the world.

B5-14-13

World Awareness and Perceptions Among University Business Majors

James M. Rovelstad and Anne L. Austin, University of Wisconsin, Kenosha, WI, U.S.A.

This study surveyed the level of world awareness among U.S. university graduate and undergraduate business students. The students were asked to demonstrate their knowledge of geography and their attitudes, perceptions, and interests toward the rest of the world. The study assessed not only the students' knowledge of the physical locations of 12 countries but also examined differences in their international travel behavior and the level of communications with people outside the U.S.

The analysis considered the relationships between students' international attitudes, perceptions and interest and their travel and communication behavior. Previous international travel was found to be a significant determinant of more favorable attitudes, perceptions and interests toward the rest of the world.

B5-14-13

Geographic Literacy: An Educational Bridge To a More Meaningful Tourism

Sheryl Spivack, Travel & Tourism faculty, The George Washington University, Washington, D.C.

Geographic awareness is a prerequisite for international communication and understanding. Though technology affords the concept of a global community to emerge, provincial orientations in thinking dominate, and the advantage of a closer connected universe are not exploited. Geographic literacy or world knowledge is a bridge to communication through which a more meaningful tourism occurs, the kind in which the major component is cultural learning and not simply escape. This article assesses the degree U.S. college students are geographically aware of their global environment, and the effect this awareness may have on their travel behavior, and subsequent understanding of the world.

B5-14-13

The Role of Tourism in East-West Relations — Some Reflections on the History and Geography of Intersystemic Travels and Meetings.

Norbert Ropers, Frankfurt, West Germany

In East-West relations the question of human contacts, of travel and meetings, has been a central and critical topic since the partition of Europe. However, apart from the ideological debates little is known about the historical and geographical details of this transnational dimension. Two aspects will be singled out: first a brief historic investigation of the interactions between tourism and political relations since 1945, especially the increasing linkage of liberalized human contacts and detente since the 1970s. Secondly, an outline of the most important geographical features of East-West tourism, especially the concentration in the region of Central Europe. Both aspects are discussed with respect to their implications for a peace-promoting function of intersystemic

travels and meetings.

B5-15-14

Visitor Welcome Programmes — A Step in Helping Cross-Cultural and Social Understanding

J. S. Perry Hobson, Southern Illinois University, Carbondale, IL.

One of the main problems currently facing modern tourism is the alienation of tourists from host nationals. The lack of interaction and communication between tourists and host communities can result in misunderstanding, resentment and suspicion. If tourism is to overcome the alienation of tourists and residents from each other, and promote understanding and therefore peace between these two groups, then they must be able to meet, talk and understand each other. The paper examines some of the current visitor welcome programmes and home visit programmes that are operated in different countries. The paper draws attention to the importance of these programmes and presents ideas for their extension.

B5-15-14

Training For Hospitality and Hosting: A Model Program for Tourism Communities.

Patricia A. Fondrie, University of Wisconsin-Stout, Menomonie, Wisc. U.S.A.

An examination of the level of awareness that employees in hospitality and tourism businesses have of community-tourism related attractions, events, facilities and services. Presentation of a model hospitality and hosting training program to be implemented by tourism communities and tourism organizations that wish to improve the relationship and understanding between hosts and their guests.

A5-15-16

A Strategic Marketing Planning Approach To Regional Tourism Development

Ernie Heath, Chief Researcher, Institute for Planning Research, University of Port Elizabeth, South Africa.

In the mid-eighties the peoples of the developing regions of the world are faced with major challenges which include the creation of job opportunities, the enhancement of the quality of life of particularly the less privileged members of society and the stimulation of an international awareness of the realities and complexities of these regions. When faced with such challenges, it is important to ensure that all potential avenues, such as effective and appropriate tourism development, are explored to this end. Hence, this paper focuses on the importance of appropriate tourism development in developing regions and the consequences of unplanned, unco-ordinated tourism development. It then goes on to outline the results of an empirical investigation into the nature and extent of marketing and planning of tourism in a developing region, namely Southern Africa, with the emphasis on major problems and barriers constraining appropriate tourism development. A strategic marketing planning approach relevant to regional tourism is then postulated. In conclusion, practical guidelines based on the strategic marketing planning approach are provided that could be relevant to those persons and organizations concerned with optimizing tourism development particularly in developing regions of the world.

A5-15-16

World Class Service: Managing Culture to Create Adaptive Tourism Organizations

Gerald Glover, Director, Hospitality Management, Appalachian State University, U.S.A.

The delivery and consumption of hospitality and tourism services have become culturally-influenced universals in almost every nation in our contemporary world. If tourism is to be a force for peace, then it is necessary to understand and manage culture to enable tourism to adapt in the diverse social and ecological settings in which it occurs. This paper discusses culture's influence on the quality of tourism services, the adaptation of tourism organizations to local communities and the service environment as a "cultural meeting place." Multinational corporations such as Nikko Hotels International, Delta Air Lines, Scandinavian Airlines System (SAS), and Disney provide illustrations of effective culture management methods within international tourism.

A5-13-17

Tourism in South-East Asia: The Cultural Effects

James Stark, York University, Canada

As the amount of leisure time increases in the developed world, the Third World countries are being encouraged by the tourism industry to take advantage of this situation and to open their doors to millions of tourists. However, tourism has not proven to be the ideal vehicle for generating foreign exchange, as once thought, and in addition, has created many difficult social and cultural problems in developing countries. In this workshop, the author will premier his video documentary on the cultural effects of tourism in South-East Asian countries and facilitate a discussion on how to create a form of tourism in the Third World that would promote global peace.

A5-14-18

Hospitality Volunteers: An Untapped Resource

Valene L. Smith, Professor of Anthropology, California State University, Chico California 95929 U.S.A.

The people we met" are often the most treasured and lasting memories of a tourism experience. Yet opportunities for personal interaction, especially among peers, are often infrequent or minimal in a tourism setting. Creation of volunteer hospitality services in tourist centres could fill this void, and host participants would fulfill important hospitality functions as greeters, guides and new-found friends.

Communication channels already exist through Chambers of Commerce and other civic, fraternal and religious organizations, to implement formation of person-to-person volunteer tourism and hospitality networks. The costs should be very minimal, and the idea is an extension of the "pen pals" of yesteryear.

A5-14-18

Creating Greenways, Walkways, or Bikeways to Share

Anne Lusk, Stowe Recreation Path Coordinator, U.S.A.

The mental image of tourists and the Chinese atop the Great Wall of China includes smiles on the faces of all those in the picture. These people are not only experiencing the magnificence of the Wall, they are enjoying a walk together. Building a Greenway or path is something a community can do, and, once built, share. The creation of these paths for hiking, biking, walking or cross-country skiing can unite a town with foresighted land planning, creative design, clever funding, and shared use. In Stowe, Vermont, the people on Main Street pass one another and smile faintly, but on the Recreation Path just yards away in the river valley, these same inhabitants and tourists have entire conversations.

A5-14-18

Canadian Definitions of Peace

E. Lisbeth (Betty) Donaldson, Ph.D. Candidate, OISE: President, Canadian Recreational Canoeing Association; member, Voice of Women, Toronto, Canada

Peace is an ideal that transcends time and most cultures since it invokes an image of a better future than the conflicts with which we live. But how is peace defined? If we are to realize the ideal and make it more a part of our present, let's begin with a definition of what peace is. Canada is the only nation which has been involved in all peacekeeping missions undertaken by the United Nations; This role is a major component of the Canadian Forces. Within our boundaries, we are gradually evolving, with little violence, toward an accommodation of cultural diversities that are as varied as our fabled landscapes. Three groups of Canadian citizens contributed to this discussion: 30 recipients of the Order of Canada, Voice of Women volunteer leaders and immigrants enrolled in English as a Second Language classes. Canadian definitions of peace do not exclude controversy, but they do contain a strong desire for fairness and justice. Our definitions are very personal and they go beyond a quest for material security. We recognize how fortunate we are.

A5-14-18

Tourism and Man

Shankar Kala, Srinigar (Garhwal), India.

Tourism as a social institution and ideology was founded by our forefathers for the welfare and upliftment of man and society. History reveals that journies, sports like Grand Tours, the Olympic Games, sea resorting, and spa bathing, were never organized for economic gains but for the quest of knowledge, peace, amusement, and strength, and thus for the wholesome development of man and society. Unfortunately, with the advent of science, technology and industrialization, as well as individualism and the blind seeking of social status, the root concept of tourism has almost disappeared. Now tourism has virtually become synonymous to recreation and fun, and is a major economic activity. Economic gains of tourism are so high and diversified that almost every country of the world is concentrating on tourism development strategies without considering its original concept or its impact on socio-economic and eco-cultural environments. Thus, it has become exploitive in nature.

Presenter Name	Presentation Code
Abrams, Myra	P4-14-03
Al Khedheiri, Abdul Aziz	A3-08-18
Alsford, Stephen	B1-01-12
Anolik, Alexander	A2-05-18
Anthony, Carl	H1-01-11
Ashworth, G.J.	H1-16-07
Aussie-Stone, Marc	H3-18-07
Austin, Anne L.	B5-14-13
Avery, Stephen G.	B4-18-PB
Bagri, Satish Chandra	P5-18-03
Bar-On, Ray	A3-08-18
Becke, Margitta	P3-12-05
Behr, Marty	B3-09-14
Bernthal, Ron	P2-08-05
Biondi, Joann	B2-06-14
Blake, Ivan	P3-10-03
Blankstein, Max	A3-08-18
Bohlen, B.	H4-10-11
Bohnet, Gerald V.	H5-15-09
Bonn, Mark A.	B1-03-14
Boo, Elizabeth	H2-05-10
Bousseloub, Tiffany	H4-11-10
Brastins, Ed	H5-15-09
Brusseau, Jerilyn C.	B2-05-13
Budowski, G.	H4-10-11
Burchett, Chris	P4-15-04
Bystrzanowski, Julian	P4-13-02
Callaway, Clive	H1-03-09
Campey, Alan G.	A4-12-16
Ceballos-Lascurain, Hector	H4-10-11
Chavez, Todd	P4-16-05
Cherem, Gabriel J	H3-09-09
Chon, Kye-Sung	B5-13-12
Chon, Kye-Sung	H4-11-10
Chopra, Suhita	A1-01-17
Christianson, David J.	B1-03-14
Cluck, Al	H1-02-10
Conrad, Karl M.	P4-16-05
Cooke, Edward J.	P5-19-04
Cousins, Deborah	H4-19-07
Crnkovic, Sanda	B3-17-PB
Dahl, Anne	H1-02-10
Dale-LeWinter, Marcia	H1-03-09
Dann, Graham, M.S.	P3-10-03
Dann, Graham, M.S.	P5-17-02
Dawson, Humphrey G.	A4-11-18
Dearden, Philip	P2-08-05
Delgado, Jesus M.	H2-05-10
Der-Karabetian, Aghop	B2-05-13
Dernoi, Louis Antoine	P1-03-04
Divine, H. Andy	A3-09-16
Donaldson, E. Lisbeth	A5-14-18
Dotson, Penny	B2-16-PB
Doxey, George V.	A1-03-16
Drew, Graeme	A2-04-17
Duff-Cooper, Andrew	P2-06-03
Duffy, Terence	H1-16-07
Edadan, Narayanan	A3-08-18
Edelmann, Klaus	B2-06-14
Fern, Robert	H4-19-07
Fischelson, Gideon	B3-08-13
Fish, Mary	P1-04-05
Fisher, Robert	P5-18-03
Fondrie, Patricia A.	B5-15-14
Forbes, Robert J.	H2-17-07
Frazer, Robbin	B3-17-PB
Freyer, Walter	P3-12-05
Frome, Michael	H4-12-09
Gaetani-d'Aragona, Gabriel	P1-04-05
Garland, Juan	H5-20-07
Garrett, Wilbur E.	H4-10-11
Gibbons, Jean D.	P1-04-05
Gidron, Micha	A3-08-18
Glover, Gerald	A5-15-16
Go, Frank	A3-07-17
Green, Howard	P5-19-04
Greenberg, Ken	H2-06-09
Gunawardene, Nalaka J.	P2-05-02
Hanefors, Monica	P3-10-03
Hannesson, Heimir	A1-03-16
Hansen-Sturm, Cord	A4-11-18
Harcketts, Dennis	B5-13-12
Harris, Charles D.	H4-11-10
Harris, Charles C.	P4-16-05
Hartmann, Rudi	P4-14-03
Haywood, K. Michael	A2-06-16
Heath, E.T.	A5-15-16
Helleiner, Frederick M.	B4-11-13
Henderson, Ian	P3-12-05
Henley, Tom	P5-19-04
Henning, D.N.	H4-19-07
Hiller, Herbert Lewis	P4-16-05
Himmetoglu, Bulent	B4-10-12
Hobson, J.S. Perry	B5-15-14
Hollinshead, Keith	P4-15-04
Hotchkiss, Gerry	H2-17-07
Howey, Richard M.	A3-09-16
Hudman, Lloyd E.	P1-01-02
Illum, Steve	B4-18-PB
Jackson, Richard H.	P1-01-02
Jafari, Jafar	P1-01-02
Jafari, Jafar	P1-02-03
Jafari, Jafar	B4-12-14
Jansen-Verbeke, Myriam	H5-14-10
Jenkins, Thomas H.	B3-08-03
Jones, Clive	H5-15-09
Joyce, Ray	A1-02-18
Kabes, Vladimir M.	P4-14-03
Kahana, Pinchas	H5-13-11
Kala, Shankar Prasad	A5-14-18
Kehm, Walter	H2-05-10
Kibedi, George	B3-07-12
Kim, Joung-Man	P3-11-04
Kim, Yongkwan	P3-12-05
Kines, Gary B.	P5-19-04
Knelman, Fred H.	P2-05-02
Kofalk, Harriet	P2-06-03
Korzay, Meral	B1-02-13
Kruczala, Jerzy	A1-01-17
Kurtzman, Joseph	P3-11-04
Kutay, Kurt	H1-02-10
Kutay, Anne	H1-02-10
Laitamaki, Jukka	B4-10-12
Lampman, Bill	P3-09-02
Lanfant, Marie Francoise	P5-20-05
Laplante, Marc	P3-11-04
Larsson, Lena	P3-10-03
Laws, Eric	A4-10-17
Lee, Tae-Hee	P4-16-05
Lemire, Nicole	P5-17-02
Leslie, David	P3-12-05
Letts, Stephen J.	B5-13-12
Leung, Peter	A3-07-17
Lewis, Dennis	A5-15-16
Lieff, Bernard C.	H2-04-11
Lingle, Kathleen M.	B3-17-PB
Linn, Karl	H1-01-11
Liu, Juanita	P1-02-03
Liu, Juanita	B4-12-14
Lofft, Virginia	B2-16-PB
Long, Patrick	H3-08-10
Lowry, Linda L.	B2-04-12
Lundgren, Jan O.	B3-07-12
Lusk, Gilbert	H2-04-11
Lusk, Anne	A5-14-18
MacDonald, George F.	B1-01-12
MacLean, Don	B1-01-12
MacLeod, John B.	H3-07-11
Manning, Robert	P2-05-02
Marenic, John	A4-11-18
Marshall, Don	H5-20-07
Martinez, Emilio	H2-06-09
Mathur, Anil	P2-08-05
McColgan, Winston	A1-02-18
McGowan, J. William	B1-01-12
McIntosh, Robert W.	A2-04-17
McKenna, Maureen C.	A4-10-17
McLaughlin, William J.	H4-11-10
McNeil, Richard J.	H2-04-11
McNeil, Richard J.	H4-10-11
Meigs, R. Jonathan	H3-09-09
Mendis, S.J., Fr. Derrick	A4-10-17
Milman, Ady	P1-01-02
Milman, Ady	P1-01-02
Minerbi, Luciano	H5-13-11
Monk, Harry	H4-19-07

Moreo, Patrick J.	B1-03-14
Moulin, Claude	P5-20-05
Moulin, Claude	P1-03-04
Mountain, Jim	H4-12-09
Murakami, Kazuo	A3-07-17
Murphy, Larry	A3-09-16
Murphy, Peter	H5-14-10
Neal, Larry L.	B1-03-14
Nelles, Wayne	P5-18-03
Newcombe, Hanna	B3-08-13
Nicholls, Leland L.	A1-01-17
Nieuwenhuis, Sid	A3-09-16
Norris, Frank	P3-09-02
O'Fallon, Carolyn E.	H3-08-10
O'Grady, Ron	A2-05-18
Odegaard, Charles	H4-10-11
Oldham, Sally G.	H4-12-09
Oum, Tae Hoon	P5-17-02
Paget, Jacqueline	B2-16-PB
Peterson, Karen I.	A2-06-16
Pierce, Peter	B3-08-13
Pizam, Abraham	P1-01-02
Pizam, Abraham	P1-01-02
Poetz, Linda	A2-04-17
Polivka, Edward G.	B2-16-PB
Poljanec-Boric, Sasa	B3-17-PB
Preister, Kevin	H4-11-10
Preshing, William A.	B2-16-PB
Price, Linda L.	P5-18-03
Przeclawski, Krzysztof	P2-06-03
Pyszka, Ronald H.	A1-03-16
Randall, Barry	A1-02-18
Reichel, Arie	P1-01-02
Reid, Donald G.	H5-14-10
Rice, Arthur	H3-07-11
Richardson, Sarah	H3-08-10
Richter, Linda	A2-05-18
Roberts, John Northmore	H3-07-11
Rocho, Nuno	A4-10-17
Rodin-Behr, Ginny	B3-09-14
Ropers, Norbert	B5-14-13
Rovelstad, James M.	B5-14-13
Russell, Beth	H5-13-11
Russell, Marie Louise	A4-12-16
Samuelli, Antoine	B2-06-14
Sathiendrakumar, Rajasundram	A3-07-17
Scace, Robert C.	H2-04-11
Scanlin, Julie	P4-16-05
Schluter, Regina G.	P4-13-02
Schutz, Karl	H1-16-07
Scott Hula, Sheila	B1-02-13
Sed Perez, Rafael	P4-13-02
Seekings, John	P2-05-02
Selim, Abderahman	B3-07-12
Selwyn, Tom	A3-08-18
Senyay, L.	P4-16-05
Shafer, Elwood L.	A3-09-16
Shearing, Ivon	B2-04-12
Sheldon, Pauline	B2-04-12
Shen, Yehuda	A3-08-18
Skidmore, Sarita	A1-03-16
Sloan, Barbara	B1-02-13
Smith, Catherine	B4-10-12
Smith, Valene	A5-14-18
Sonnenschein, Nava	B3-09-14
Spearman, Carol	B3-07-12
Spickard, Steven E.	P1-04-05
Spickard, Steven E.	H5-15-09
Spivack, Sheryl	B5-14-13
Stark, James	A5-13-17
Steele-Prohaska, Sharr	H3-09-09
Steffen, Barbara D.	P2-08-05
Stetic, Snezana	B2-16-PB
Stevens, Terry	B5-15-14
Stewart, J. Patrick	A2-04-17
Swain, Margaret B.	P5-19-04
Swain, Margaret B.	B4-11-13
Sweet, Jill D.	P3-11-04
Tabacchi, Mary	B4-10-12
Tal, Abraham	B3-08-13
Tarasoff, Koozma J.	B4-10-12
Teitelbaum, Benjamin	H2-17-07
Telisman-Kosuta, Neda	B3-17-PB
Tennis, Gunnar	H5-15-09
Tennison, Sharon	B3-09-14
Teye, Victor	P3-09-02
Thomsen, Charles	H3-07-11
Thorsell, James W.	H2-04-11
Thorsell, James W.	H1-02-10
Timko, Sharon	H4-11-10
Tisdell, Clement Allan	A3-07-17
Toepper, Lorin K.	B5-13-12
Towner, John	B2-05-13
Toy, Daniel R.	A3-09-16
Tunner, Alex	A3-09-16
Tyrrell, Timothy J.	B5-13-12
Ulmer, Vic	B3-09-14
Var, Turgut	P5-17-02
Var, Turgut	P4-16-05
Var, Turgut	P2-07-04
Viau, Serge	H2-06-09
Wahab, Salah E.H.	B4-18-PB
Waskey, F.H.	B1-03-14
Wilkinson, Paul F.	A1-01-17
Wolpart-Silver, Hillary	B3-08-13
Wood, Richard D.	H5-20-07
Woodward, Ellis	B3-09-14
Yaroschuk, Barbara	H1-03-09
Young, Bruce	P4-15-04
Zauhar, John	P3-11-04
Ziff-Levine, William	A2-06-16
Zimmer, Robert D.	A4-12-16
van Doren, Carleton	P2-07-04